

## TECHNOLOGY ACCEPTANCE OF CONNECTED SERVICES IN THE AUTOMOTIVE INDUSTRY%0A

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Virtuelle Kundenintegration in die Neuproduktentwicklung. Bard, Michael, (2006) CID - customer integration deployment : Entwicklung einer Methode zur Integration der Kunden in die frühen Phasen des Produktentstehungsprozesses am Beispiel der Automobilindustrie

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