



Research Area
Technology,
Innovation, Marketing,
Entrepreneurship

RWTHAACHEN
UNIVERSITY

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The Impact of Social Media Tools for NPD Practice: An Evaluation of the PDMA Comparative Performance Assessment Study.

Conditionally accepted. (with Deborah Roberts and Dirk Lüttgens)

Using Social Media for Innovation: Choosing the Right Camp?

. 57 (2016) 3 (Spring): forthcoming (with Deborah Roberts)


