

Positively and negatively valenced customer engagement : the constructs and their organizational consequences
Marbach, Julia; Borghei Razavi, Niloofar; Lages, Cristiana R.; **Hollebeek, Linda Desiree** Handbook of research on customer
engagement 2019 / p. 291–310 : ill <https://doi.org/10.4337/9781788114899.00021> https://www.ester.ee/record=b5290824*est