

United colors of Benetton : research paper [Electronic resource]

Luuk, Liis; Noomen, Marja-Liisa; Palok, Kaisa Stratos Futuris [Electronic resource] : Business Model Innovation Conference, 19 January 2012 2012 / 45 p. : ill. [CD-ROM] http://www.ester.ee/record=b4451043*est