

Test results of practical value-centric business development methodology

Randmaa, Merili; Otto, Tauno; Howard, Thomas J. Proceedings of NordDesign 2014 Conference 2014 / p. 642-651 : ill

Value-centric business development : descriptive and prescriptive research into five different companies

Kukuškin, Merili; Otto, Tauno; Howard, Thomas J. Proceedings of the Estonian Academy of Sciences 2015 / p. 543-557 : ill