

Isiksuse vajaduste struktuuri test

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Personality-based consumer engagement styles : conceptualization, research propositions and implications

Hollebeek, Linda Desiree; Islam, Jamid Ul; Macky, Keith Handbook of research on customer engagement 2019 / p. 224-244

<https://doi.org/10.4337/9781788114899.00017> https://www.ester.ee/record=b5290824*est