

Customer journey value : a conceptual framework

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Moving the stakeholder journey forward

Hollebeek, Linda Desiree; Kumar, Viswanathan; Srivastava, Rajendra K.; Clark, Moira K. Journal of the academy of marketing science 2023 / p. 23-49 <https://doi.org/10.1007/s11747-022-00878-3> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Online content creators' and viewers' interdependent journeys

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Overcoming challenges in the silver economy by connecting services in the Silver Hub : the tool to provide the basis for the innovative solutions

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Virtual reality through the customer journey : framework and propositions

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