

### **Charting the intellectual structure of customer experience research**

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### **Client's willingness for co-creation of a service on the example of KIBS**

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### **The construct of value in knowledge-intensive business service from customer's perspective : an example of a long-term training activity**

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### **Design thinking as a tool to teach experience marketing**

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### **"Keerulisuse heaks näiteks e-meditatsioon." Teenusedisaini eksperdid annavad aru, miks on lihtsaid lahendusi raske teha**

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### **Kes jääb ellu, kes saab rikkaks**

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### **Kes peaks mõtlema nagu disainer?**

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