Essays on multichannel customer management
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Preface

During my PhD time in Groningen I was lucky enough to have many people around me who supported me coping with various issues concerning this dissertation. In this preface I would like to take the opportunity to mention and thank these people who supported me in different ways during my research.

First and foremost, I am deeply grateful to my supervisor Professor Peter C. Verhoef, who accepted me as his PhD student and who has always been eager to help me during my study. After five years of experience at business and marketing research, it was a challenge for me to start a new career in academia. Peter gave me so much valuable advice and always guided me to the right direction during all this time. I have learned a lot from him and without his help this dissertation would not have seen this day. Moreover, I gratefully acknowledge his extra effort and guidance to help me develop my professional career. Peter, thanks a lot for all your helps. It was a great pleasure to be your PhD student.

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Moreover, she has always been my top copy-editor in Dutch language, who has always been extremely helpful, patient and careful in her corrections when I had to come up with a research material, questionnaire, commercial report or a summary with my still yet-to-be-improved Dutch skills. Debra: *hartstikke bedankt hiervoor*.

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Umut Konus

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