

Contributions to Management Science

Marc-Oliver Jauch

# Uniform Across- the-Board Promotions

 Springer

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Dissertation awarded Summa cum Laude by the Karlsruhe Institute of Technology (KIT), Germany, on January 14, 2014. Committee members: Prof. Dr. K.-H. Waldmann, Prof. Dr. M. Klarmann, Prof. Dr. M. Ruckes and Prof. Dr. B. Neibecker

ISSN 1431-1941                      ISSN 2197-716X (electronic)  
ISBN 978-3-319-07114-5            ISBN 978-3-319-07115-2 (eBook)  
DOI 10.1007/978-3-319-07115-2  
Springer Cham Heidelberg New York Dordrecht London

Library of Congress Control Number: 2014941095

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Printed on acid-free paper

Springer is part of Springer Science+Business Media ([www.springer.com](http://www.springer.com))

# Acknowledgements

I would like to thank Martin, my Doktorvater, and the team from the KIT chair, for all the inspiring discussions and guidance to make this book possible.

Thanks to my wife, Christiane, without your love, help and active support this book would probably never have been published. I am very lucky to have you.

Particularly I want to thank my parents for always having given me your love and encouragement regardless of what I was up to and for always having provided me with the opportunity to follow through with what I believed would be the right way for me. Without your love and support not only this book would not have been published.

Last but not least: I ask for forgiveness to those who have been with me in the last years and who have supported this project and whose names I have failed to mention in here.





# List of Abbreviations

AVE	Average variance extracted
CR	Construct reliability
DIY	Do-it-yourself ( <i>DIY retailer = hardware store</i> )
EDLP	Every-day-low-price
et al.	And others (et aliae)
e.g.	For example (exempli gratia)
FMCG	Fast-moving consumer goods
HiLo	High-low-price
i.e.	That is (id est)
IR	Item reliability
SD	Standard deviation
UABP	Uniform Across the Board Promotion



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