


The impact of customer-guided purchasing on trust in creation of B2B relationships. / Ojala, Mika; Uusitalo, Olavi; Mahlamäki, Tommi. 23rd International Colloquium on Relationship Marketing (ICRM) 2015: 15-17 September, Helsinki, Finland. Hanken School of Economics, 2015. Research output: Scientific - peer-review › Conference contribution