

# Paolo Guenzi

SALES

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## ARTICOLI SU RIVISTA SCIENTIFICA

GUENZI P., NIJSSEN E. J.

**Studying the antecedents and outcome of social media use by salespeople using a MOA framework**

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**The dual mechanism of sales capabilities in influencing organizational performance**

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GUENZI P., STORBACKA K.

**Guidelines for future research on KAM implementation**

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**How sales people see Organizational Citizenship Behaviors: an exploratory study using the laddering technique**

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**The Organizational Implications of Implementing Key Account Management: A Case-based Examination**

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## MONOGRAFIE AD ALTA DIVULGAZIONE

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## PROCEEDINGS/PRESENTATIONS

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