



Title	DYNAMISM INSIDE THE MO BOX: THE CREDIBILITY OF MARKET INFORMATION AS A KEY FACTOR IN MARKET ORIENTATION
Author(s)	YAMASHITA, YUKO; UEHARA, WATARU; FUKUTOMI, GEN; SASAKI, MASATO; FUKUCHI, HIROYUKI
Citation	Hitotsubashi journal of commerce and management 46(1) 65-79
Issue Date	2012-10
Type	departmental bulletin paper
Text Version	VoR
URL	<a href="https://doi.org/10.15057/25373">https://doi.org/10.15057/25373</a>
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