7KHVLV '5HVLVWLQJ & XOWXUDO 3DUDGLJPV : RROI DQG 0RUULVF

+RQRUV 7KHVLV ''LVLOOXVLRQPHQW DQG 0DWXUDWLRQ LQ WKH

*

\$\$PHULFDQ ,QYHQWLRQ 5HF\FOLQJ &ODV

'\$ 3HHN LQWR WKH &RQVXOWDWLRQ 3

(8') 3UDFWLFH LQ \$FWLRQµ)DFXOW\ 3D

%H\RQG WKH 'LVFRXUVH RI &ULVLV 0DQC &RPSRVLWLRQ WKURXJK 0XOWLGLVFLSOLQDU\ &ROODERUDWI

´7 R Z D U G D & RRFFDPERXQD D9 U \ / R R N L Q J W R & L F H

´\$WWHPSWLQJ 3RVWPRGHUQ &ULWLTXH `

'H/LOOR·V μ

OLONPDQ.V 7UDQVFHQGHQW \$FKLHY

LQ ORUULVRQ·Vµ

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