Publications

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Andersen, P. H., Holmen, E. & Pedersen, A-C., 2018, In : The IMP Journal. 12, 1, p. 56-74

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Laursen, L. N. & Andersen, P. H., Dec 2016, In : European Journal of Marketing. 50, 12, p. 2249-2268

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Andersen, P. H. & Medlin, C., 1 Sep 2015, 32nd IMP conference proceedings. 31 p.

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Preparing for the unexpected: Design of the future global enterprise

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Press clippings

Danmarks Radio Interview om singles day
Poul Houman Andersen
07/11/2018
1 media contribution

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Poul Houman Andersen
26/04/2016
12 items of media coverage

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Poul Houman Andersen, Jesper Lindgaard Christensen, Meg Duroux, Morten Ejnæs, Hans Hüttel, Martin Bak Jørgensen, Preben Horsholt Rasmussen, Lars Rosgaard Jensen, Jens Kirk, Lone Stub Petersen, Janne Emily Seemann & Trine Schultz
21/03/2019
1 item of media coverage

Har du besøgt din leverandør?
Poul Houman Andersen
03/10/2014
1 item of media coverage

I morgen
Poul Houman Andersen
07/03/2014
2 items of media coverage

Industriens Fond booster forskning i big social data
Poul Houman Andersen
20/10/2015
2 items of media coverage

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Poul Houman Andersen
05/09/2014
1 item of media coverage
Masser af gode råd til gazeller der vil vokse endnu mere
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2 items of media coverage

Ny konkurrencesituation i vind industrien
Poul Houman Andersen
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1 item of media coverage

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Vindmølleeksport: Hjerne haler ind på jern
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02/06/2016
1 item of media coverage

Vindmøller: Hjerne haler ind på jern
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