PUBLICATION LIST

(AS OF September 2013)

by

Prof. Dr. Marc Fischer
INTERNATIONAL PUBLICATIONS

Articles in refereed journals


Fischer, Marc and Sönke Albers (2010), "Patient- or Physician-Oriented Marketing: What Drives Primary Demand for Prescription Drugs?,” *Journal of Marketing Research*, 47 (February), 103-121 [Finalist for the VHB Best Paper Award 2010].


**Invited, refereed book chapters**


**Refereed research reports**


**Refereed conference proceedings (full papers)**


**NATIONAL PUBLICATIONS (ALL IN GERMAN)**

*Articles in refereed journals*


*Invited, refereed book chapters*


*Monographs*


Invited journal articles


[The paper was reprinted in *Touristik Report*, Special issue December 2000, 54-56].


**Invited book chapters**
