

Preface

This work was submitted in March 2010 as a dissertation to the Institute of Economics of the University of Erlangen-Nürnberg. Here, it was realized under the supervision of Prof. Dr. Dirk Ulrich Gilbert – mainly during my sabbatical from February to December 2009, which I was granted from the Volkswagen Group. The completion of this work was partly made possible by the support, cooperation and encouragement of several individuals to whom I would like to express my gratitude.

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