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Book:

Oliver, R.L., 1997. *Satisfaction: A Behavioral Perspective on the Consumer*. Irwin/McGraw-Hill, New York.

Journal Article:

Slater, S.F., 1997. Developing a customer value-based theory of the firm. *Journal of the Academy of Marketing Science* 25(2), 162-167.

[dataset] Oguro, M., Imahiro, S., Saito, S., Nakashizuka, T., 2015. Mortality data for Japanese oak wilt disease and surrounding forest compositions. *Mendeley Data*, v1. <http://dx.doi.org/10.17632/xwj98nb39r.1>.

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