

Heterogeneity and Heuristics in the Consumer Demand for Sport:  
Empirical Evidence from European Soccer Leagues

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**der Wirtschaftswissenschaftlichen**  
**Fakultät**

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eines Doktors der Ökonomie

vorgelegt von

Leif Brandes

von Deutschland

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Prof. Dr. Egon Franck

Prof. Dr. Helmut Dietl

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**Leif Brandes**

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Internet: [www.shaker.de](http://www.shaker.de) • e-mail: [info@shaker.de](mailto:info@shaker.de)

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