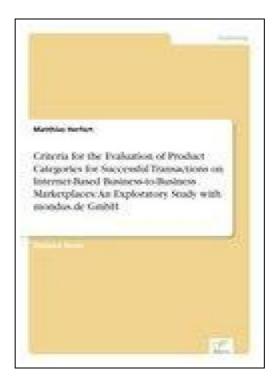
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CRITERIA FOR THE EVALUATION OF PRODUCT CATEGORIES FOR SUCCESSFUL TRANSACTIONS ON INTERNET-BASED BUSINESS-TO-BUSINESS MARKETPLACES: AN EXPLORATORY STUDY WITH MONDUS.DE GMBH



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