Freie Universität Berlin

School of Business & Economics

Marketing Department

Thesis

for the Attainment of the Degree

Master of Science (M.Sc.)

**Topic**

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by Student’s first & last name

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Abbreviations

FLE Frontline employee

RQ Research question

Sig. Significance

# Introduction

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# Main Section 1

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## Second-level Headline 1

### Third-level Headline A

### Third-level Headline B

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## Second-level Headline 2

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Figure 1: Comparison of Sales per Quarter

Source: McGrafik, 1996, p. 99.

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# Main Section 2

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Q1 | Q2 | Q3 | Q4 |
| East | 20.4 | 27.4 | 90 | 20.4 |
| West | 30.6 | 38.6 | 34.6 | 31.6 |
| North | 45.9 | 46.9 | 45 | 43.9 |

Table 1: Development of Sales over Time

Source: McTabelle, 1997, p. 100.

# Discussion and Conclusion

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# Appendix

Use of Artificial Intelligence

For the creation of this master's thesis, I did not use any AI tools.

For the creation of this master's thesis, I used the following AI tools:

|  |  |  |
| --- | --- | --- |
| **Tool** | **Usage Description** | **URL (if applicable)** |
|  |  |  |
|  |  |  |

Affidavit

Last Name:

First Name:

Matriculation No:

I hereby confirm that I have independently authored the master's thesis and have only used the sources and aids referenced. Furthermore, I declare that this work has not been submitted as part of any other examination procedure.

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Signature