

A first project using \LaTeX , R and Mendely in combination with subversion control system git

Bettina Lubach, Magnus Metz

October 13, 2013

Contents

| | | |
|---|----------------|---|
| 1 | First section | 1 |
| 2 | Second section | 1 |
| | References | 2 |

1 First section

bla bla bla (Aaker, 1997), and so on and so on (Batra & Homer, 2004), and even further information (Burmman, Schaefer, & Maloney, 2007).

```
1 + 2
```

```
## [1] 3
```

lajs fljas flsjf lajsflkj lsjf lsjfdljs lfjsl fjlsjf sf

```
a <- 45 + 67
```

```
a
```

```
## [1] 112
```

2 Second section

ouoerto oeuotueot uoeuotueotueor utoeutoeu touer otueot oerutoeurout oeutoeu toue
otoer toeur toue rotueo toerutoeutouer toiu reotueorutoer toeuot ueotuero toeutoer t

References

- Aaker, J. L. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, 34(3), 347–356.
- Batra, R., & Homer, P. M. (2004, January). The Situational Impact of Brand Image Beliefs. *Journal of Consumer Psychology*, 14(3), 318–330.
- Burmann, C., Schaefer, K., & Maloney, P. (2007, September). Industry image: Its impact on the brand image of potential employees. *Journal of Brand Management*, 15(3), 157–176.