

Der Kultfaktor - Vom Marketing zum Mythos: 42 Erfolgsstorys von Rolex bis Jägermeister



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Reviews

Great eBook and useful one. it was actually writtern really completely and useful. You are going to like the way the article writer publish this publication.

(Prof. Ernestine Emar)

DER KULTFAKTOR - VOM MARKETING ZUM MYTHOS: 42 ERFOLGSSTORYS VON ROLEX BIS JÄGERMEISTER



Redline Wirtschaft, Frankfurt am Main, 2004. Pappeinband. Book Condition: Neu. 1. Auflage. 8°. 2004, 268 S., 1. Aufl., verlagsfrisch, original eingeschweißt, einige s/w Fotos, ill. Ppbd., wirkt unbenutzt, keine sichtbaren Spuren ----Der Autor hat 42 spannende und skurille Erfolgsgeschichten unter die Lupe genommen. Bei seinem lehrreichen und amüsanten Streifzug durch die Hall of Fame des Kults erfahren Sie wie geschicktes Marketing und glückliche Fügung zum Mythos wird. Z.B. Apple, 2 CV, VW Käfer, Rolex, Trabant, Jägermeister, Dinner for One, Aldi, FC Bayern, FC St. Pauli . Asteric, Heidi, Heino, Beatles usw. . --- BUCHGEWICHT: 500 gr.



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