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DIE MESSE IN IHRER FUNKTION ALS MARKETINGINSTRUMENT



Grin Verlag. Paperback. Condition: New. 76 pages. Dimensions: 8.3in. x 5.8in. x 0.2in. Studienarbeit aus dem Jahr 2003 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1, 3, Hochschule Aschaffenburg, 19 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Wer an einer Messe teilnimmt, der wird wahrgenommen und ber den wird geredet. Wer dort nicht auftaucht, dem widerfhrt viel Schlimmeres. ber ihn wird mglicherweise gar nicht mehr geredet. (Ludwig Erhard) Das einleitende Zitat des Vaters der deutschen D-Mark und Altbundeskanzlers...

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