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ZUR INTERNATIONALEN STANDARDISIERBARKEIT EINER EMOTIONALEN WERBUNG



GRIN Verlag Aug 2008, 2008. Taschenbuch. Book Condition: Neu. 213x150x3 mm. This item is printed on demand - Print on Demand Neuware - Studienarbeit aus dem Jahr 2006 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2,0, Katholische Universität Eichstätt-Ingolstadt (Lehrstuhl für allgemeine Betriebswirtschaftslehre und Dienstleistungsmanagement), Veranstaltung: Dienstleistungsmanagement , 31 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Untersuchungsziel dieser Arbeit ist festzustellen, inwieweit sich die Verwendung emotionaler Anreize in der Werbung und die Anwendung einer international standardisierten Werbecampagne...

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- Authored by Benedict Döpfer
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