

Eine Kritische Analyse Des Webster-wind-modells Und Seiner Anwendbarkeit In Der Praxis - Wojciech Syrzysko

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In dieser Hausarbeit wird das Kaufverhalten von Organisationen mit Hilfe des Webster-Wind Modell dargestellt und auf seine Anwendbarkeit geprüft. Deswegen werden u.a. einige Unterschiede zwischen Konsum- und Industriebereich zur Kenntnis beschrieben, um besser die Ansätze des für uns interessanten Kaufverhaltens von Organisationen zu beschreiben und zu analysieren. In speziellen wird es hier auf die einzelnen Faktoren des Webster-Wind-Modells eingegangen. Studienarbeit aus dem Jahr 2004 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: 1,3, Carl von Ossietzky Universität Oldenburg (Fakultät II - Informatik, Wirtschafts- und Rechtswissenschaften), Veranstaltung: Investitionsmarketing, 23 Quellen im Literaturverzeichnis, Sprache: Deutsch. Author: Syrzysko, Wojciech Publisher: GRIN Verlag Illustration: N Language: GER Title: Eine kritische Analyse des Webster-Wind-Modells und seiner Anwendbarkeit in der Praxis Pages: 00028 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638379380 Category: Business & Economics : Marketing - General

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