

Klassische Und Direkte Kommunikation Mit Jungen Zielgruppen Im Vergleich - Kirsten Borgelt

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Diplomarbeit aus dem Jahr 2004 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Note: 1,0, IDM Institut für Dialogmarketing GmbH (Deutsche Direktmarketing Akademie Hamburg), Veranstaltung: , 64 Quellen im Literaturverzeichnis, Sprache: DeutschAuthor: Borgelt, Kirsten Publisher: GRIN Verlag Illustration: N Language: GER Title: Klassische und direkte Kommunikation mit jungen Zielgruppen im Vergleich Pages: 00072 (Encrypted PDF) On Sale: 2006-01-01 SKU-13/ISBN: 9783638528023 Category: Social Science : Media Studies

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