

Customer Lifetime Value Management - Matthias Arnold

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Studienarbeit aus dem Jahr 2004 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: gut, Hochschule fÃ¼r Oekonomie & Management gemeinnÃ¼tzige GmbH, Hochschulleitung Essen, Veranstaltung: Schwerpunktfach Marketing, 14 Quellen im Literaturverzeichnis, Sprache: Deutsch.Author: Arnold, Matthias Publisher: GRIN Verlag Illustration: N Language: GER Title: Customer Lifetime Value Management Pages: 00027 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638361262 Category: Business & Economics : Marketing - General

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