

# Einsatzmöglichkeiten Von Data Mining Im Marketing: Status Quo Und Entwicklungspotenzial - Bastian Schoenrade

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Diplomarbeit aus dem Jahr 2005 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: 2,0, Universität Hohenheim (Institut für Betriebswirtschaftslehre), 116 Quellen im Literaturverzeichnis, Sprache: Deutsch. Author: Schoenrade, Bastian Publisher: GRIN Verlag Illustration: N Language: GER Title: Einsatzmöglichkeiten von Data Mining im Marketing: Status Quo und Entwicklungspotenzial Pages: 00078 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638392037 Category: Business & Economics : Marketing - General

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