

Internationale Kommunikationspolitik: Guerilla Marketing, Viral Marketing, Event Marketing - Martina Roglmeier

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Studienarbeit aus dem Jahr 2006 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: 1, Fachhochschule Landshut , Veranstaltung: Internationales Marketing, 23 Quellen im Literaturverzeichnis, Sprache: Deutsch.Author: Roglmeier, Martina Publisher: GRIN Verlag Illustration: N Language: GER Title: Internationale Kommunikationspolitik: Guerilla Marketing, Viral Marketing, Event Marketing Pages: 00023 (Encrypted PDF) On Sale: 2007-01-01 SKU-13/ISBN: 9783638602983 Category: Business & Economics : Marketing - General

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