

Motive, Ziele Und Aspekte Des Kultursponsoring - Maya Kärger

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Immer mehr Unternehmen ergreifen die Chance sich mittels Kultursponsoring im Wettbewerb zu profilieren. Dabei gilt es klare Regeln zu beachten, soll das Engagement die Ziele des Unternehmens unterstützen. Die vorliegende Arbeit vollzieht die jüngsten Entwicklungen der unternehmerischen Kulturförderung in Deutschland nach. Diese haben zu einer Präsenz der Wirtschaft in der Kulturszene geführt, der sich heute kein kulturell Interessierter mehr entziehen kann. Studienarbeit aus dem Jahr 2005 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: 1,0, Hochschule für Oekonomie & Management gemeinnützige GmbH, Hochschulleitung Essen, Veranstaltung: Marketing, 0 Quellen im Literaturverzeichnis, Sprache: Deutsch. Author: Kärger, Maya Publisher: GRIN Verlag Illustration: N Language: GER Title: Motive, Ziele und Aspekte des Kultursponsoring Pages: 00012 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638358682 Category: Business & Economics : Marketing - General

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