

Zur Wahrnehmung Und Wirkung Von Schaufenstern: Psychologische Grundlagen - Sascha Maynert

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Die vorliegende Arbeit versucht anhand psychologischer Grundlagen die Wahrnehmung und Wirkung von Schaufenstern zu untersuchen. Dabei befasst sie sich insbesondere mit Erklärungsansätzen der menschlichen Reizwahrnehmung und -verarbeitung und den möglichen Einflussmöglichkeiten von Schaufenstern als Werbemitteln auf die Wahrnehmungs- und Werbewirkungsprozesse. Author: Maynert, Sascha Publisher: GRIN Verlag Illustration: N Language: GER Title: Zur Wahrnehmung und Wirkung von Schaufenstern - psychologische Grundlagen: psychologische Grundlagen Pages: 00016 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638343923 Category: Business & Economics : Marketing - General

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