

Erarbeitung Einer Werbekonzeption Für Ein Industrielles Unternehmen - Carsten Heintze

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Die vielfältigen Ausprägungen der Werbung machen sie auf der einen Seite äußerst interessant aber stellen auf der anderen Seite eine große Herausforderung dar sich ihrer anzunehmen. Ihr Facettenreichtum hat mich dazu bewegt, den Versuch zu unternehmen eine Struktur aufzuzeigen und die scheinbar ungeordnete Ganzheit zu systematisieren. Author: Heintze, Carsten
Publisher: GRIN Verlag Illustration: N Language: GER Title: Erarbeitung einer Werbekonzeption für ein industrielles Unternehmen Pages: 00038 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640248407 Category: Business & Economics : Marketing - General

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