

Absatzfördernde Finanzierungsmöglichkeiten Als Marketinginstrument In International Agierenden Unternehmen - Sebastian Hinze

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Als Voraussetzung für die Erreichung von Wettbewerbsvorteilen sind heutzutage die an Vielzahl vorhandenen Finanzierungsmöglichkeiten anzusehen. Ist die Erfüllung eines komplexen Kaufvorgangs teuer, so bedarf es im Regelfall einer Absatzfinanzierung. Ein international agierendes Unternehmen, welches absatzfördernde Finanzierungsmöglichkeiten im Rahmen von Lieferantenkrediten und dem immer populärer werdenden Leasing einsetzt, refinanziert sich oftmals ebenfalls durch die Aufnahme von Krediten. Somit wird die Absatzfinanzierung als solches, in der hier vorliegenden Ausarbeitung, stets als zweiseitige Finanzierungsmöglichkeit verstanden. Author: Hinze, Sebastian Publisher: GRIN Verlag Illustration: N Language: GER Title: Absatzfördernde Finanzierungsmöglichkeiten als Marketinginstrument in international agierenden Unternehmen Pages: 00066 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640572823 Category: Business & Economics : Marketing - General

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