

Erfolgsfaktoren Einer Erfolgreichen Markenführung - Florian Schwarz

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Angesichts einer immer weiter ansteigenden Produkt- und Markenvielfalt sowie einer anwachsenden Kommunikationsflut für die Konsumenten, wird die Notwendigkeit für Unternehmen deutlich, eine professionelle und systematische Markenführung zu etablieren. Diese Hausarbeit soll einen Überblick über diverse Determinanten geben, die eine erfolgreiche Markenführung ausmachen und begleitend dazu zeigen, wie diese eingesetzt werden können. Author: Schwarz, Florian
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