

Non Governmental Organizations: Ziele Und Strategien - Ulrike Kogler

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Die vorliegende Seminararbeit beschäftigt sich mit Non Governmental Organizations (NGOs) deren Ziele und Kommunikationsstrategien. Das Kapitel Grundlagen umfasst eine Begriffserläuterung des Wortes NGO, den historischen Hintergrund sowie die Ziele und Interaktionspartner der NGOs. Im Kapitel Kommunikationsstrategien erfolgen eine Beschreibung der Kommunikationsstrategien und die Darstellung anhand eines Praxisbeispiels.[...] Author: Kogler, Ulrike Publisher: GRIN Verlag Illustration: N Language: GER Title: Non Governmental Organizations: Ziele und Strategien Pages: 00018 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640270095 Category: Business & Economics : General

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