

Senioren Als Marketing-zielgruppe: Besonderheiten, Konzepte, Beispiele - Juliane Meyer

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Diese Arbeit beschäftigt sich mit Senioren als Marketing-Zielgruppe. Zunächst werden hierzu die in der Literatur geläufigen Begriffe definiert und abgegrenzt. Danach werden die physischen und psychischen Besonderheiten der sogenannten Best Ager aufgezeigt, um dann im Hauptteil auf Konzepte zur Seniorenansprache im Marketing-Mix eingehen zu können. Abgerundet wird die Arbeit mit einem kurzen Ausblick sowie einem Fazit der Autorin. Author: Meyer, Juliane Publisher: GRIN Verlag Illustration: N Language: GER Title: Senioren als Marketing-Zielgruppe: Besonderheiten, Konzepte, Beispiele Pages: 00046 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640275748 Category: Business & Economics : Marketing - General

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