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Integriertes Marketing-, Vertriebs- und Kundenmanagement

Hofmaier, Richard Integriertes Marketing-, Vertriebs- und Kundenmanagement [Integrated Marketing, Sales and Customer Management: A Forward-Looking Approach to Integrated and Sustainable Marketing Management]

Integriertes Marketing-, Vertriebs- und Kundenmanagement

This work concisely presents methods for integrated marketing, sales, and customer management, and is orientated to practice and implementation. It sketches a modern and forward-looking marketing approach for domestic as well as international small, mid-sized, and large firms in the B2B market.

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Die konzeptionellen und ausf hrenden T rigkeiten des Marketing laufen grunds tzlich in arbeitsteilig strukturierten Unternehmen ab und verlangen noch unabh ngig davon, ob eine struktrale oder prozessuale Perspektive im Vordergrund steht eine Integration des Marketing in die

Marketing IV: Integriertes Marketing - marketing

Students will be able to independently create integrated marketing concepts and to put them into place. Students will be exposed to the advantages and disadvantages of the different communication channels and will be able to combine the different media in innovative ways.

Integriertes Marketing - Strategie, Organisation ...

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