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# INTEGRATED MARKETING CAMPAIGN



GRIN Verlag Apr 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Neuware - Projektarbeit aus dem Jahr 2010 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,7, Hanzehogeschool Groningen (International Business School), Sprache: Deutsch, Abstract: This report gives solutions on how a small sized research center (ALIFE), without established identity, can promote itself in the Business-to-Business market to successfully achieve the communication objectives of creating awareness, interest...

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- Authored by Christian Röse
- Released at 2011



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