



Erfolgreich mit den Großen des Marketings

By Heribert Meffert

Campus Verlag, 2009. Gebundene Ausgabe. Book Condition: Neu. Neu Neu/sofort versandbereit - auf Lager - Heribert Meffert hat vom Guten das Beste ausgewählt: Die wichtigsten Werke herausragender Autoren sowie mehrere bisher unveröffentlichte Originalbeiträge des Herausgebers ergeben ein bemerkenswertes Handbuch mit zahlreichen Praxisbeispielen aus vielen Branchen. Philip Kotler, Heribert Meffert, Hermann Simon, Christian Homburg, Seth Godin, Jack Trout und viele weitere bedeutende Marketingvordenker sind mit ihren wichtigsten Thesen vertreten. So geht es beispielsweise um marktorientierte Unternehmensführung, Marketingstrategie, Kundenmanagement, den Preisfaktor und die Bedeutung der Marke. Dieses Buch bietet alles, was heutzutage für erfolgreiches Marketing unentbehrlich ist. 328 pp. Deutsch.



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