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Grin Verlag. Paperback. Condition: New. 36 pages. Dimensions: 8.3in. x 5.8in. x 0.1in. Studienarbeit aus dem Jahr 2004 im Fachbereich Medien Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 2, 0, FOM Hochschule für Oekonomie und Management gemeinnützige GmbH, Berlin früher Fachhochschule, Veranstaltung: Marketing, Sprache: Deutsch, Abstract: Der Handel mit Investitionsgütern wird unter dem Begriff Business-to-Business zusammengefasst. Diese Seminararbeit widmet sich aktuellen Markttrends und den sich daraus ergebenden Konsequenzen im institutionellen Bereich des Marketings - des Investitionsgütermarketings. Einleitend werden die...

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