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GRIN Verlag, United States, 2016. Paperback. Condition: New. 3. Auflage. Language: German . Brand New Book ***** Print on Demand *****.Studienarbeit aus dem Jahr 2016 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,0, Private Fachhochschule Göttingen, Sprache: Deutsch, Abstract: Der derzeit allgegenwärtig erscheinende Begriff Mobile findet bereits sehr stark in der Endkunden-Vermarktung Anwendung und beeinflusst zunehmend auch die Entwicklungen im Business-to-Business Umfeld. Ein Grund dafür mag in der Tatsache begründet liegen, dass Geschäftskunden ihr privates Mediennutzungsverhalten...

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- Authored by Lisa Hartenstein
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