

download 🕹

Advertising in Poland and Germany - A Comparison

By Sotirios Dramalis

GRIN Verlag Jul 2007, 2007. Taschenbuch. Book Condition: Neu. 217x151x3 mm. This item is printed on demand - Print on Demand Neuware - Scholarly Research Paper from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,8, University of Cooperative Education Mannheim (Berufsakademie Mannheim - Staatliche Studienakademie), course: International Marketing, 46 entries in the bibliography, language: English, abstract: Both number of advertisers and expenses for advertising have rapidly increased in Poland in the last years. From 1993 to 1994 advertising expenses grew from 299 to 469 million dollars. Continuous economical reforms and expenditure further contributed to this growth. Consequently, the case of Poland provides an ideal opportunity to study the impact an economy s stage of development has on advertising management (West / Paliwoda 1996, p. 82). Poland also offers huge potentials for its neighbouring countries which is especially true for Germany. From a German perspective it is eminently important to understand the differences between the German and the Polish culture as culture has a major impact on advertising market with reference to...



Reviews

This composed ebook is wonderful. It really is writter in basic words rather than hard to understand. You may like the way the writer compose this pdf. -- *Ryder Nolan*

This book can be well worth a go through, and a lot better than other. It is writter in simple words and phrases and not confusing. Its been printed in an exceptionally simple way in fact it is merely right after i finished reading through this pdf by which basically changed me, modify the way i think. -- Margot Carter V

DMCA Notice | Terms