Leseprobe

Aus dem Jahrbuch Marketing 2010/2011:

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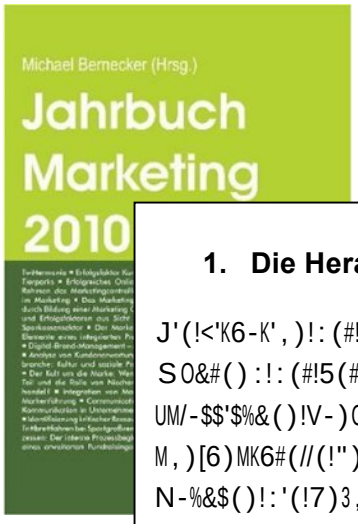

Botschafter-Marketing im Kommunikationsmix,

Christoph Magnussen und Prof. Dr. Tobias Engelsleben

1. Die Herausforderung im Kommunikationsmix

J'(!<'K6-K',)!:(#!L-#M(K')02(#-)KN,#K/'%&()!N'#:!0(0()NO#K'0!')!2'(/(#/('!P')$'%&K!M,*Q/(R(#9!
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M,)[6)MK6#(//(!")KN'%M/6)0()!(&(#!86!0#6):$OK8/'%&!86#4%M&-/K():()!<Q():')0$9!\/('%&8('K'0!
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.'#-/($!L-#M(K')0Y!,:(#!-5(#!2(#$%&'(:()(!<Q'(/-#K()!:(#!Z)/')(BV,**6)'M-K',)!X3-$K!$%&,)!
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a5(#5(-)$Q#6%&6)0!-6$*-%&()9!L6)8'0(#bL6$',/!$Q#(%&()!2,)!Uc('8:-#N')'$*6$W!6):!2(#N('$()!
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