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CAUSE RELATED MARKETING : PRÄSENTATION UND AUSARBEITUNG



GRIN Publishing Jun 2014, 2014. Taschenbuch. Condition: Neu. Neuware - Studienarbeit aus dem Jahr 2014 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2,0, Leuphana Universität Lüneburg, Sprache: Deutsch, Abstract: Die Gleichungen 1 Kasten Bier = 1m Regenwald, 1 Packung Pampers = 1 Impfdosis gegen Tetanus und 1l Volvic = 10l Trinkwasser ergeben sich aus dem Grundprinzip von Cause-related Marketing. In deutscher Sprache als 'zweckgebundenes Marketing' übersetzt, ist die folgende Definition diejenige, die in der Literatur am...

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- Released at 2014



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