



Marketing im Handel: Der Handel: Teil 3 (German Edition)

Lothar Müller-Hagedorn, Waldemar Toporowski, Stephan Zielke

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Marketing gibt Hinweise, wie eine Handelsunternehmung gegenüber den Nachfragern auftreten sollte, was ein Verständnis von Marketing voraussetzt. Auf dieser Grundlage müssen die verschiedenen absatzpolitischen Instrumente (Marketing-Instrumente) analysiert bzw. optimiert werden.

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