



Event-Marketing: Definition, Konzepte, Ausblick (German Edition)

Volker Hillmer

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Studienarbeit aus dem Jahr 2005 im Fachbereich Sport - Sportökonomie, Sportmanagement, Note: 1,7, Fachhochschule Braunschweig / Wolfenbüttel; Standort Wolfenbüttel, Veranstaltung: Marketing, 15 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Das Event-Marketing erfreut sich einer wachsenden Bedeutung in der Unternehmenspraxis und zieht sich in ihrer Anwendung durch sämtliche Unternehmensbereiche. Um was handelt es sich beim Event-Marketing genau? Was kann und muss das Event-Marketing leisten? Welche Begriffe und Bereiche spielen dabei eine wichtige Rolle und was gibt es zu beachten? In der folgenden Arbeit wird neben der Beantwortung dieser Fragen im ersten Teil eine Definition und Begriffseinordnung des Bereiches Event-Marketing vorgenommen. Anschließend werden die Besonderheiten des Event-Marketing näher beleuchtet. Im dritten Teil geht es um das Gesamtkonzept von der Analyse bis zur Erfolgskontrolle, bevor die Arbeit mit einem Fazit und Ausblick abschließt.

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Why? Because this Event-Marketing: Definition, Konzepte, Ausblick (German Edition) is an unordinary book that the inside of the book waiting for you to snap it but latter it will distress you with the secret this inside. Reading this book close to it was fantastic author who else write the book in such awesome way makes the content inside of easier to understand, entertaining means but still convey the meaning totally. So , it is good for you for not hesitating having this any more or you going to regret it. This unique book will give you a lot of gains than the other book have such as help improving your talent and your critical thinking technique. So , still want to hold off having that book? If I were being you I will go to the e-book store hurriedly.

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