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Dabei er ffnet sich ein umfassendes Bild der modernen Vorgehensweise im Marketing. Integrativ-Prozessuales Marketing: Eine Einf hrung Mit durchgehender Schwarzkopf&Henkel-Fallstudie von Roland Mattm ller (Deutsch) | ZV

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Die verschiedenen Marketingfunktionen (Marktforschung, Strategisches Marketing, Kommunikation, Verkauf, Realisierung) und die dabei abzuarbeitenden Managementprobleme werden in einzelnen Kapiteln ausf hrlich beschrieben. Short Cases und Abstracts sowie Fragen zur Selbstkontrolle dienen dem Lerntransfer.

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