



Zarządzanie Marką i Komunikacją w Biznesie B2B: Jak Skutecznie Pozycjonować i Komunikować

Indeks: **763154** Producent: **Springer Gabler** Kod producenta: **colour illustrations, bibliography**

Cena: **323.95 zł**

Opis

Marken- und Kommunikationsmanagement im B-to-B-Geschäft: Clever positionieren, erfolgreich kommunizieren

Producent: Springer Gabler

- **temat:** Business & management, Business communication & presentation, Sales & marketing, Branding (wirtschaftlich), Business-to-Business, Kommunikationsmanagement, Management, Marke, Markenmanagement, Marktforschung, Public Relations, BUSINESS & ECONOMICS / Business Communication / General, BUSINESS & ECONOMICS / Management Science, BUSINESS & ECONOMICS / Marketing / General, ANF: Business and Management, B-to-B, B-to-B; B2B; Branding; Kommunikationsmanagement; Markenführung; Markenmanagement, B-to-B; B2B; Branding; Markenführung; Markenmanagement, B-to-B; B2B; Branding; Kommunikationsmanagement; Markenführung; Markenmanagement, B2B, BUSINESS & ECONOMICS, BUSINESS & ECONOMICS / Business Communication / General, BUSINESS & ECONOMICS / Management, BUSINESS & ECONOMICS / Management Science, BUSINESS & ECONOMICS / Marketing / General, BUSINESS & ECONOMICS / Public Relations, BUSINESS & ECONOMICS / Sales & Selling / General, Betriebswirtschaft und Management, Branding, Branding (wirtschaftlich), Business, Business & Economics/Business Communication - General, Business & Economics/Management - General, Business & Economics/Management Science, Business & Economics/Marketing - General, Business & Economics/Public Relations, Business & management, Business Communication, Business Communication - General, Business and Management, Business communication & presentation, Business communication and presentation, Business-to-Business, Business-to-Business-Marketing, Business/Economics, Businesskommunikation und -präsentation, Corporate Communication, Economics, General, HC, HC/Wirtschaft/Management, HC/Wirtschaft/Werbung, Marketing, Hardcover, Softcover, Hardcover, Softcover / Wirtschaft/Werbung, Marketing, Kommunikationsmanagement, Management, Management & management techniques, Management - General, Management Science, Management and management techniques, Marke, Markenführung, Markenmanagement, Marketing, Marketing - General, Marketing und Vertrieb, Marktforschung, Non-Fiction, Optimieren, Public Relations, Sales & Selling, Sales & marketing, Sales and marketing, TEXT, Verstehen, Vertrieb und Marketing, Werbung, Marketing, Wirtschaft, Betriebswirtschaft und Management, Business and Management, Business communication and presentation, Sales and marketing, HC/Wirtschaft/Management, HC/Wirtschaft/Werbung, Marketing
- **wiązący:** hardcover
- **język:** german, german, german
- **waga przedmiotu:** 658 grams
- **strony:** 303
- **słowo kluczowe tematu:** B-to-B; B2B; Branding; Kommunikationsmanagement; Markenführung; Markenmanagement, B-to-B; B2B; Branding; Kommunikationsmanagement; Markenführung; Markenmanagement, B-to-B; B2B; Branding; Markenführung; Markenmanagement, B-to-B; B2B; Branding; Kommunikationsmanagement; Markenführung; Markenmanagement, Markenmanagement; B-to-B; B2B; Branding; Kommunikationsmanagement; Markenführung

- **marka:** Springer
- **kod unspsc:** 55101500
- **kod podmiotu:** BUS007000, BUS042000, BUS043000, 1784, 1785, KJ, KJ, KJP, KJS, BRAN4400, BUSI7100, KOMM6800, MANA1000, MARK2400, MARK3095, MARK7200, PUBL1500, KJ, KJP, KJS
- **grupa docelowa:** Professional and scholarly
- **numer części:** colour illustrations, bibliography
- **kolor:** White
- **waga opakowania przedmiotu:** 0.64 kilograms
- **wydanie:** 2., überarb. u. erw. Aufl. 2013
- **zewnętrznie przypisany identyfikator produktu:** 9783658013530, 3658013532, 9783658013530, 09783658013530
- **producent:** Springer Gabler
- **autor:** Masciadri, Peter, Zupancic, Dirk
- **gatunek muzyczny:** Sales & marketing, Business communication & presentation, Business & management, BUSINESS & ECONOMICS, Marketing, General, BUSINESS & ECONOMICS, Business Communication, General, BUSINESS & ECONOMICS, Management Science, HC, Wirtschaft, Werbung, Marketing, HC, Wirtschaft, Management, Sales and marketing, Business communication and presentation, Business and Management
- **Data publikacji:** 2013-09-10T00:00:01Z
- **numer wydania:** 2
- **nazwa przedmiotu:** Marken- und Kommunikationsmanagement im B-to-B-Geschäft: Clever positionieren, erfolgreich kommunizieren
- **data premiery:** 2013-09-10T00:00:01Z
- **data uruchomienia strony produktu:** 2013-05-14T08:06:07.018Z

Parametry

Autorzy	Peter Masciadri, Dirk Zupancic
Wydawnictwo	Springer Gabler
Wydanie	2., uaktualnione wydanie
Ilość stron	303
Data publikacji	2013-09-10