

Erfolgsbedingungen Der Kommunikation Im Direct Marketing Paperback

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dieses standardwerk jetzt in der 8 völlig überarbeiteten auflage bietet dem anwender im direct marketing eine fülle von praktischen hinweisen zur gestaltung seiner arbeit im neuen dallmer zeigen mehr als 70 praktiker und renommierte wissenschaftler neue trends und entwicklungen ganz neu und sehr nützlich ist die zweiteilung jeder seite in einen chart und einen textteil die charts können für eigene präsentationen verwendet werden ein muss für alle die erfolgreich direct marketing betreiben wollen

no detailed description available for management and marketing management und marketing

der kommunikationswettbewerb hat sich verschärft und stellt unternehmen immer wieder vor zahlreiche neue und komplexe problemstellungen unternehmen können nur durch eine konsequente integration der instrumente ihres kommunikationsmix die erforderlichen wahrnehmungs und erinnerungswirkungen bei ihren zielgruppen erreichen daher bedarf es eines strategischen managementprozesses für eine integrierte kommunikation dieser umfassende ansatz der integrierten kommunikation ist darauf ausgerichtet sämtliche internen und externen kommunikationsinstrumente in inhaltlicher formaler und zeitlicher hinsicht miteinander zu vernetzen um aus den vielfältigen kommunikationsquellen einen einheitlichen unternehmensauftritt zu formen dies stellt den konzeptionellen rahmen des buches dar das handbuch richtet sich an studierende und praktiker es dient als nachschlagewerk um theorie und praxisorientiert eine Übersicht zu den vielfältigen themen der internen und externen kommunikation zu geben zahlreiche studien unternehmensbeispiele und inserts unterstützen dieses anliegen die neuauflage wurde vollständig überarbeitet inhaltlich zeichnen sich die Überarbeitungen vor allem durch fachliche vertiefungen und dies insbesondere durch die aufnahme der social media als kommunikationsmedium aus die bewährte gliederung des buches wurde beibehalten

studying the application of it to marketing this work explains why customer dialogue is the key to business success and how technology can provide the means with the use of practical examples and case studies it

suggests ways of involving the customer directly in the production process

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