

## WIRKUNG VON SOCIAL MEDIA AUF MARKEN%0A

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### **Wirkung von Social Media auf Marken springerprofessional de**

A Die Wirkung von Social Media auf Marken als Untersuchungsgegenstand Zusammenfassung Angesichts weitreichender Veränderungen in den Markt- und Umweltbedingungen steht die Markenführung derzeit zahlreichen Herausforderungen gegenüber.

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### **Wirkung von Social Media auf Marken Eine ganzheitliche**

Durch die gegenüberstellende Analyse einer Automobil- und einer Lebensmittelmarke werden zudem branchenspezifische Differenzen in der Wirkung von Social Media auf Marken berücksichtigt. Auf Basis der empirischen Ergebnisse zeigt die Autorin, wie Social Media zielgerichtet in der Markenführung eingesetzt werden kann.

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### **Wirkung von social media auf marken Eine ganzheitliche**

Get this from a library! Wirkung von social media auf marken : Eine ganzheitliche Abbildung der markenführung in social media. [Daniela Eilers; Christoph Burmann] -- Obwohl Social Media bereits einen beachtlichen Einzug in die Praxis des Markenmanagements gehalten hat, stehen Marken noch immer vor der Herausforderung, Social Media zielgerichtet

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### **Wirkung von Social Media auf Marken Eine ganzheitliche**

Obwohl Social Media bereits einen beachtlichen Einzug in die Praxis des Markenmanagements

gehalten hat, stehen Marken noch immer vor der Herausforderung, Social Media zielgerichtet hinsichtlich spezifischer Ziele der Markenführung einzusetzen. Daniela Eilers baut ein Untersuchungsmodell auf, das

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Wirkung von Social Media Marketing auf die Kundenbindung von Energieversorgungsunternehmen. Stadtwerke Mülhausen - Daniel Gremmer - Masterarbeit - BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media - Arbeiten publizieren: Bachelorarbeit, Masterarbeit, Hausarbeit oder Dissertation

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Einfluss von Social Media Die digitale Parallelgesellschaft. Der Einfluss von Social Media ist mittlerweile enorm? Fehlannonce! Eigentlich beschäftigt sich das Web 2.0 in erster Linie mit sich

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