

Berndt

# Marketing 3

Marketing-Management

2. Auflage



Springer-Lehrbuch

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# Marketing 3: Marketing-Management by Ralph Berndt

Ralph Berndt

Das vorliegende Buch ist der letzte Band eines dreiteiligen Werkes, das die Grundlagen des advertising and marketing umfassend darstellt. Inhalte dieses Bandes sind die verschiedenen Teilbereiche des Marketing-Management: Marketing-Planung, Marketing-Kontrolle, Marketing-Organisation und Führung im Marketing. Das didaktische Konzept dieses Buches lässt sich wie folgt charakterisieren: Die wesentlichen Inhalte werden zum einen aus theoretischer Sicht dargestellt, zum anderen wird die praktische Anwendbarkeit im Marketing-Bereich erörtert. Das methodische Instrumentarium wird durchweg anhand von Beispielen erläutert. Dies macht das Buch auch bei der Beschäftigung mit speziellen Marketing 3: Marketing-Management Fragestellungen des Marketing-Managements für Studenten und Praktiker unverzichtbar."

## Marketing 3 Marketing Management

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