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# DIE LOHAS: EINE NEUE ZIELGRUPPE FÜR DIE UNTERNEHMENSKOMMUNIKATION?



Grin Verlag Feb 2011, 2011. Taschenbuch. Book Condition: Neu. 213x151x14 mm. This item is printed on demand - Print on Demand Titel. - Bachelorarbeit aus dem Jahr 2010 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, einseitig bedruckt, Note: 1,7, Fachhochschule Hannover, Sprache: Deutsch, Abstract: Die Welt ist Bio: Verkaufsregale von Supermärkten und Discountern sind mit Bio-Produkten gefüllt, auf knapp 60.000 Produkten (Stand: Mai 2010) prangt mittlerweile das staatliche Bio-Siegel. H&M bietet neben dem üblichen Sortiment Bio-Baumwoll-Kleidung an...

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- Authored by Laura Kremer
- Released at 2011



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