



BMW - Overview of Corporate Communication, Corporate Identity, Corporate Image and CSR

By Michael Kofler

GRIN Verlag Aug 2013, 2013. sonst. Bücher. Book Condition: Neu. 211x148x8 mm. This item is printed on demand - Print on Demand Neuware - Scientific Essay from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,0, Griffith University, language: English, abstract: This assignment deals with corporate communication, corporate identity, corporate image, and corporate social responsibility. The assignment provides a lot of theory but also analyses the corporate communication, identity, image and CSR of BMW. 12 pp. Englisch.



Reviews

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-- Olga Ledner MD

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-- Shayne O'Conner

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