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## SOCIAL-MARKETING - VOM BEGRIFF ALTERSVORSORGEPLANUNG ZUR ZUKUNFTSPLANUNG



GRIN Verlag Jun 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Neuware - Studienarbeit aus dem Jahr 2011 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 2,3, VWA-Studienakademie, Sprache: Deutsch, Abstract: Why can't you sell brotherhood and rational thinking like you sell soap (Wiebe 1952, S. 679 zit. n. Krzeminski, Neck 1994, S. 13). Beschäftigt man sich mit dem Bereich Social-Marketing begegnet einem dieser Satz...

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- Authored by Susanne Reckter
- Released at 2011



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