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ANALYSE DES CRM-MARKTES UNTER BESONDERER BETRACHTUNG DER CUSTOMER JOURNEY



GRIN Verlag GmbH Sep 2014, 2014. Taschenbuch. Book Condition: Neu. 211x152x10 mm. This item is printed on demand - Print on Demand Neuware - Projektarbeit aus dem Jahr 2014 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,3, Steinbeis-Hochschule Berlin (School of Management and Innovation), Sprache: Deutsch, Anmerkungen: Diese Projektarbeit ist Teil der Masterarbeit, Abstract: Langfristige Kundenbindung wird für die meisten Unternehmen immer wichtiger und stellt sich zunehmend als einer der relevantesten Faktoren für den nachhaltigen Unternehmenserfolg...

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- Released at 2014



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