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SOCIAL MEDIA MARKETING - BEDARF, HERAUSFORDERUNGEN UND MARKTPOTENTIAL FÜR BERATUNGSDIENSTLEISTUNGEN



Grin Verlag Gmbh Sep 2013, 2013. Taschenbuch. Book Condition: Neu. 211x146x7 mm. This item is printed on demand - Print on Demand Titel Neuware - Bachelorarbeit aus dem Jahr 2011 im Fachbereich Soziologie - Arbeit, Beruf, Ausbildung, Organisation, Note: 1,8, Technische Universität Kaiserslautern, Sprache: Deutsch, Abstract: ZusammenfassungDie vorliegende Bachelorarbeit befasst sich mit dem für das Marketing neuen Instrument der sozialen Medien wie Facebook, Twitter oder Xing und der entsprechenden Beratung in Bezug auf Social Media Marketing (im Folgenden: SMM) von Unternehmen. Der...

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