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By Thomas Bieger

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Das Buch richtet sich an Studierende im ersten Studienjahr sowie an Praktiker, die sich einen raschen Überblick über das Fachgebiet verschaffen wollen. Es gibt eine gestraffte Einführung in das Fachgebiet Marketing und stellt Wertschöpfung in das Zentrum einer marktorientierten Unternehmensführung.

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Bibliography**

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