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GRIN Verlag GmbH. Paperback Condition: New. 32 pages. Dimensions: 8.3in x 5.8in x 0.1in. Studienarbeit aus dem Jahr 2014 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2,7, FOM Hochschule für Oekonomie und Management gemeinnützige GmbH, München früher Fachhochschule, Sprache: Deutsch, Abstract: Das Thema Content Marketing ist ein Phänomen, welches das Inbound Marketing in den nächsten Jahren grundlegend verändern wird und die Unternehmenskommunikation vor neue Herausforderungen und Möglichkeiten stellt. Joe Pulizzi, Gründer des Content Marketing Institute und...

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