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# MARKETING OUTSIDE THE BOX



GRIN Publishing Jul 2014, 2014. Taschenbuch. Condition: Neu. Neuware - Bachelor Thesis from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,7, Cologne University of Applied Sciences, language: English, abstract: Have you ever asked yourself how often you happen to zap through the TV channels during a commercial break trying to escape the information flood with only one thought in mind: 'Help, commercials!' As Ty Montague claims, 'advertising is the...

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- Authored by K. Hristomirova
- Released at 2014



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