
Strategisches Marketing Controlling Großraum Aachen

Theoretische Empirische

zusammenfassung marketing grundlagen - brucki - seite 1 daniel bruckhoff zusammenfassung marketing grundlagen marketingleiter danieluckhoff@gmail 03.10.2013 zusammenfassung aus buch manfred bruhn marketing grundlagen für studium und praxis **konzeption und management im vertrieb** - strategieumsetzung thesen nicht die strategien selbst, sondern deren fehlende operationalisierung und umsetzung sind oftmals verantwortlich für die unzureichenden wirkungen im markt. **1. analyse der strategischen ausgangslage** - die prozessstufen der strategieentwicklung - 6 - © wüthrich / osmetz 2. strategische optionen auf der soliden analyse aufbauend, können erste strategi-sche ... **big data - bedeutung nutzen mehrwert - pwc** - big data - bedeutung nutzen mehrwert 3 vorwort vorwort Über große institutionen heißt es gelegentlich, dass sie ungeahnte chancen nutzen könnten, wenn sie nur wüssten, was sie wissen.

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