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EIN EVENTMARKETING - KONZEPT IN DER PRAXIS: DAS ALPINA B7 EVENT IN KALIFORNIEN (GERMAN EDITION)



GRIN Verlag. Paperback. Condition: New. This item is printed on demand. 32 pages. Dimensions: 8.3in. x 5.8in. x 0.1in. Studienarbeit aus dem Jahr 2012 im Fachbereich Sport - Sportökonomie, Sportmanagement, Note: 1.3, FH für angewandtes Management Erding, Sprache: Deutsch, Abstract: Involve me, and I will feel it! Die vorliegende Studienarbeit hat die Grundlagen des Eventmarketings sowie die Eventmarketing-Konzeption des Alpina B7 Events in den USA zum Inhalt. Der Verwendung eines solchen Events als Kommunikationsinstrument liegen primär veränderte Rahmenbedingungen in Gesellschaft...

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