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DIE BEDEUTUNG VON HISTORY MARKETING FÜR DIE UNTERNEHMENSKOMMUNIKATION



GRIN Verlag Okt 2008, 2008. Taschenbuch. Condition: Neu. Neuware - Studienarbeit aus dem Jahr 2008 im Fachbereich Medien / Kommunikation - Medienökonomie, -management, Note: keine, Hochschule Offenburg, 47 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Eine Generation, die die Geschichte ignoriert, hat keine Vergangenheit und keine Zukunft. So schreibt es Robert A. Heinlein in seinem Buch Das Leben des Lazarus Long. Diese Aussage trifft nicht nur auf die Generationen der Nachkriegszeit zu, die sich meistens bemühte den Schatten der Vergangenheit zu...

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- Released at 2008



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