



Internationales Marketing - Produktentwicklung im transnationalen Marketing (German Edition)

Julia Zöllner, Karolina Sobczyk

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Studienarbeit aus dem Jahr 2007 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,3, Fachhochschule für Technik und Wirtschaft, 25 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Da länderübergreifende Geschäftsaktivitäten in der heutigen Zeit des starken Wettbewerbs der Unternehmen untereinander auf der Tagesordnung stehen, ist es heutzutage für viele Unternehmen fast unumgänglich auch auf internationalen Märkten zu agieren. Durch die Globalisierung der Märkte werden international agierende Unternehmen dazu angeregt, ihre Produkte weltweit anzubieten, vor allem auch um so alle Kostendegressionseffekte auslasten zu können. Aufgrund dieser Veränderung muss sich das Marketing darauf einstellen, alle wichtigen Teile und Elemente werden wir nun auf den folgenden Seiten untersuchen und wichtige Grundstrukturen herausarbeiten.

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