



Analyse und Planung von CI-Projekten (German Edition)

Stefan Zeidler

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Studienarbeit aus dem Jahr 2006 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2,3, Business and Information Technology School - Die Unternehmer Hochschule Iserlohn, Veranstaltung: Rundfunk-Ökonomie II CI und Marketing, 17 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Diese Arbeit beschäftigt sich mit der Analyse und Planung von CI Programmen. Sie gibt einen Überblick über den Ablauf der Analyse- und Planungsphase innerhalb eines CI Programms. Die Grundlagen der Corporate Identity vermittelt das gleichnamige 2. Kapitel. Kapitel 3 widmet sich den Vorüberlegungen eines CI Programms, während die Kapitel 4 und 5 die Analyse und Planung abhandeln.

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