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Revised edition of Marketing research, [2016]

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describing the theoretical disciplines and to implement these results into the company's strategy focus and product portfolio. This thesis benefits from the empirical data gained and its success based on an intensive exchange of ideas from theory and practical work experience. Inhaltsverzeichnis: Table of Contents: Preface III Table of Contents IV List of Abbreviations VII List of Illustrations IX List of Appendices X 1. Representation of Pixel Magic Imaging, Inc. 1 1.1 History 1 1.1.1 EPS Photographic 1 1.1.2 Pixel Magic Imaging, Inc. 1 1.2 Explanations 4 1.2.1 Range of products 4 1.2.2 Technical and branch specific expressions 6 1.3 Objective 8 2. International Marketing Research 10 2.1 The General Term of Marketing Research 10 2.2 The Definition of International Marketing [...]

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