



# Marketing. Eine Definition (German Edition)

*Georg Dreher*

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**Marketing. Eine Definition (German Edition)** Georg Dreher

Akademische Arbeit aus dem Jahr 2010 im Fachbereich Medien / Kommunikation - Public Relations,

Werbung, Marketing, Social Media, Note: 1,3, Hochschule Reutlingen, Sprache: Deutsch, Abstract:

Werbung ist in den Industrienationen omnipräsent: im Fernsehen, in der Zeitung, mittlerweile sogar auf

Social Media Plattformen wie Facebook. Aber was genau ist die Definition, und was für Abstufungen gibt

es? In dieser Arbeit werden grundlegende Begriffe zum Thema Marketing definiert und erläutert.

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