

MARKETING

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Heribert Gierl

Grounded in Reality or Invented? Lessons on Construct Ontology from Demonic Possession and Trust

Four commentaries on „Grounded in Reality or Invented?“

- **Scientific development might shift prevailing paradigms** by Marion Garaus
- **Construct Reality and Construct Inflation** by Harald Hruschka
- **A short defense of construct validation through nomological networks** by Martin Klarmann
- **Searching Reality in Social Sciences** by Hans Mühlbacher

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On the Ontological Status of Constructs: Reply to Commentaries and Application

Silke Bambauer-Sachse and
Sanja Maria Stuhldreier

How Do Complainants and Observers Become Ambassadors: Importance of Customer Orientation and Entertainment Value in Generating Favourable Social Media Engagement

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Erfolgsstrategien zum interkulturellen Marketing.

Marketing-Mix perfekt anpassen

Angehörige unterschiedlicher Kulturen unterscheiden sich darin, wie sie Produkte nutzen, wie viel sie dafür zu zahlen bereit sind, wie sie sich informieren, wo sie gerne einkaufen – ja sogar, warum sie ein Produkt kaufen. Dieses Werk stellt diese Unterschiede systematisch dar und erläutert besonders praxisorientiert, wie Unternehmen ihren Marketing-Mix anpassen müssen, um auch in ausländischen Märkten erfolgreich agieren zu können.

Der Inhalt

- Marketing, Globalisierung & Kultur
- Theorien & Messkonzepte
- Strategisches Marketing
- Produktpolitik
- Dienstleistungspolitik
- Distributionspolitik
- Kommunikationspolitik
- Preispolitik



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