



Marketing von Solutions: Innovative Ansätze und Best Practices (Applied Marketing Science / Angewandte Marketingforschung) (German Edition)

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Die Beiträge bieten innovative Ansätze und Best Practices für das Marketing von Solutions. Anhand erfolgreicher Beispiele aus der Praxis beleuchten renommierte Autoren die wesentlichen Entscheidungsfelder im Transformationsprozess zum Solution Seller und entwickeln innovative Ansätze für die Vermarktung von Lösungen.

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