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# INTEGRATING THE MEANS-END APPROACH INTO THE PRODUCT POSITIONING PROCESS USING THE EXAMPLE OF THE HEAD SNOWBOARDING TRAVEL BOARDBAG IN GERMANY



GRIN Verlag Sep 2011, 2011. Taschenbuch. Book Condition: Neu. 211x146x15 mm. This item is printed on demand - Print on Demand Neuware - Diploma Thesis from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, Hamburg University of Applied Sciences, language: English, abstract: The academic part of this paper discusses prevailing opinions and approaches to product positioning with a special focus on means-end theory and its significance for various aspects...

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- Authored by Sabine von Possel
- Released at 2011



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