



Marketingstrategien und Marketingmethoden der Nike Inc.: Stand 2006 (German Edition)

Thomas Lacmann

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Akademische Arbeit aus dem Jahr 2006 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,3, , Sprache: Deutsch, Abstract: Die folgende Arbeit setzt sich mit der Entstehung und dem Image der Marke Nike als Basis der Nike Inc. auseinander und zeigt allgemeine Unternehmensziele und die strategische Ausrichtung des US-Sportartikelherstellers auf.

Anschließend befasst sich die Darstellung mit den Elementen des Marketing-Mix, im Einzelnen der Produktpolitik, dem kommunikationspolitischen Instrumentarium sowie den Vertriebsaktivitäten, ohne jedoch näher auf die Preispolitik der Nike Inc. einzugehen.

Aus dem Inhalt:

Produktpolitik;
Webund, Sponsoring, Verkaufsfördernde Maßnahmen, PR;
Vertriebsaktivitäten.

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