



Brückenkurs Marketing: Was Sie vor Vorlesungsbeginn wissen sollten (UTB S (Small- Format)) (German Edition)

Alexander Hennig

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1. Aufl, Die erste Vorlesung zu einem neuen Thema ist stets ein Sprung ins kalte Wasser, denn Studierende werden darin mit neuen Begriffen, Methoden und Denkweisen konfrontiert. Der Brückenkurs vermittelt vorab Wissenswertes zum Thema Marketing. Kreuzworträtsel und Single-Choice-Tests helfen beim Verständnis. Die Lektüre lohnt sich, denn sie ist der ideale Einstieg in das Fach.

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