

Saskia Diehl zeigt, welchen Beitrag Sozialisationsfaktoren und psychologische Bindungsneigungen in Relation zu unternehmensseitig steuerbaren Treibern für den Erfolg emotionaler Markenbeziehungen leisten. Sie entwickelt marketingspezifische Verhaltensindikatoren für die Existenz von Brand Attachment in Markenbeziehungen und schafft so eine Grundlage für die Messung der emotionalen Verbundenheit zwischen Marken und Konsumenten.

Herd on the Street: Animal Stories from The Wall Street Journal (Wall Street Journal Book), Plane trigonometry as far as the solution of triangles, The Tragedy of Pompey the Great, New England Seacoast Adventures: A Complete Guide to the Great Outdoors from Connecticut to Maine, History of the United States of America - Vol III, The 2007 Import and Export Market for Liquid Elevators in Italy, ADVANCES IN CATALYSIS VOLUME 15, Volume 15 (v. 15), Dog Tricks and Training Book and DVD Kit by Heather Hammonds (2009-05-04), An Advanced History Of India - Part I Ancient India,

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