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DIE ENTWICKLUNG DES WERBEMARKTES UNTER DEM EINFLUSS DER NEUEN MEDIEN



Grin Verlag. Paperback. Condition: New. 40 pages. Dimensions: 8.0in. x 5.5in. x 0.1in. Studienarbeit aus dem Jahr 2005 im Fachbereich Medien/Kommunikation - Medienökonomie, -management, Note: 1,3, Technische Universität Dresden (Institut für Kommunikationswissenschaft), Veranstaltung: Einführung in die Struktur und Organisation der Medien, 21 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Mit seinen umfassenden Nutzungsmöglichkeiten wie Kommunikation, Unterhaltung, Nachrichtenbeschaffung aus dem In- und Ausland, aktuelle Serviceinformationen wie Wetter und Verkehr, die Tagesaktualität bergreifende Informationssuche, Online-Shopping, Online-Banking u. v. m. stellt das World...

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