



Allianzen in der Markenführung: Ansatz zur Planung kooperativer Markenstrategien (German Edition)

Andreas Spengel

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Andreas Spengel untersucht, welche Chancen und Risiken sich aus der externen Wachstumsoption strategischer Markenallianzen ergeben. Im Mittelpunkt steht die fundierte Analyse dominanter Phänotypen von Markenallianzen und ihre Bewertung im Hinblick auf die verfolgten Zielsetzungen.

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