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H. Reil

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Trotz der Finanzkrise werden vor allem die Marktführer der Nahrungs- und Konsumgüterwirtschaft ihre Werbeetats kaum kürzen. Point-of-Sale-Marketing kommt zu neuen Ehren. Weniger Geld, mehr Effizienz: Unternehmen erwarten für niedrigere Werbebudgets einen höheren "Return of Investment" (RoI).

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