

Successful Branding: A critical examination of Customer Experience Management for Persona International

Antje Walliser



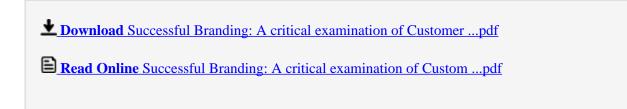
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Diplomarbeit, die am 09.02.2005 erfolgreich an einer Hochschule in Deutschland im Fachbereich Deutschenglischer Studiengang eingereicht wurde. Abstract: In a highly competitive business world, differentiation is an essential key to success for companies



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