

GLOBAL MARKETING MANAGEMENT LEE CARTER

GLOBAL MARKETING MANAGEMENT LEE CARTER MASTERING GLOBAL MARKETING MANAGEMENT TACKLING CHALLENGES WITH LEE CARTERS INSIGHTS ARE YOU STRUGGLING TO NAVIGATE THE COMPLEXITIES OF GLOBAL MARKETING FEELING OVERWHELMED BY CULTURAL NUANCES DIVERSE CONSUMER PREFERENCES AND FLUCTUATING INTERNATIONAL MARKETS YOU'RE NOT ALONE MANY BUSINESSES EVEN ESTABLISHED ONES FIND GLOBAL EXPANSION A DAUNTING TASK THIS POST DELVES INTO THE KEY CHALLENGES OF GLOBAL MARKETING MANAGEMENT LEVERAGING THE INSIGHTS OF RENOWNED EXPERT LEE CARTER AND INCORPORATING THE LATEST RESEARCH TO PROVIDE YOU WITH A PRACTICAL ROADMAP TO SUCCESS THE PROBLEM NAVIGATING THE LABYRINTH OF GLOBAL MARKETING EXPANDING YOUR BUSINESS INTERNATIONALLY PROMISES SIGNIFICANT GROWTH BUT THE REALITY IS OFTEN FAR MORE CHALLENGING THAN ANTICIPATED THE PITFALLS ARE NUMEROUS CULTURAL DIFFERENCES IGNORING CULTURAL SENSITIVITIES CAN LEAD TO DISASTROUS MARKETING CAMPAIGNS WHAT RESONATES IN ONE COUNTRY MIGHT BE OFFENSIVE IN ANOTHER UNDERSTANDING LOCAL CUSTOMS VALUES AND COMMUNICATION STYLES IS PARAMOUNT MARKET RESEARCH GAPS ACCURATE MARKET RESEARCH IS CRUCIAL YET MANY COMPANIES STRUGGLE TO GATHER RELIABLE DATA IN DIVERSE MARKETS THIS LEADS TO INEFFECTIVE TARGETING AND WASTED RESOURCES LEGAL AND REGULATORY HURDLES NAVIGATING VARYING INTERNATIONAL LAWS REGULATIONS AND TRADE AGREEMENTS IS COMPLEX AND TIMECONSUMING NONCOMPLIANCE CAN RESULT IN HEFTY FINES AND REPUTATIONAL DAMAGE LOGISTICS AND SUPPLY CHAIN ISSUES MANAGING INTERNATIONAL SUPPLY CHAINS EFFECTIVELY CONSIDERING FACTORS LIKE TRANSPORTATION COSTS CUSTOMS DUTIES AND POTENTIAL DISRUPTIONS IS A SIGNIFICANT CHALLENGE DIGITAL MARKETING COMPLEXITIES ADAPTING YOUR DIGITAL MARKETING STRATEGY TO SUIT DIFFERENT PLATFORMS LANGUAGES AND CULTURAL CONTEXTS REQUIRES SIGNIFICANT EXPERTISE AND INVESTMENT MEASURING ROI ACROSS MULTIPLE MARKETS ATTRIBUTING SUCCESS AND FAILURE ACROSS DIVERSE MARKETS WITH DIFFERING MARKETING METRICS CAN BE A MAJOR ANALYTICAL HURDLE THE SOLUTION APPLYING LEE CARTERS PRINCIPLES OF GLOBAL MARKETING MANAGEMENT LEE CARTERS WORK EMPHASIZES A STRUCTURED DATADRIVEN APPROACH TO GLOBAL MARKETING HIS INSIGHTS OFTEN REFLECTED IN HIS PUBLICATIONS AND LECTURES HIGHLIGHT THE IMPORTANCE OF 2 THOROUGH MARKET

RESEARCH SEGMENTATION CARTER ADVOCATES FOR RIGOROUS MARKET RESEARCH THAT GOES BEYOND SUPERFICIAL DATA COLLECTION THIS INCLUDES UNDERSTANDING CONSUMER BEHAVIOR MOTIVATIONS AND PREFERENCES AT A GRANULAR LEVEL ENABLING EFFECTIVE MARKET SEGMENTATION AND TARGETED CAMPAIGNS RECENT RESEARCH FROM THE UNIVERSITY OF SOUTHERN CALIFORNIA HIGHLIGHTS THE INCREASING IMPORTANCE OF ETHNOGRAPHIC RESEARCH IN UNDERSTANDING CULTURALLY SPECIFIC CONSUMER BEHAVIOUR THIS NUANCED APPROACH ALLOWS MARKETERS TO CRAFT CAMPAIGNS THAT RESONATE DEEPLY WITH TARGET AUDIENCES ADAPTATION VS STANDARDIZATION THE AGEOLD DEBATE OF ADAPTATION VERSUS STANDARDIZATION IS CENTRAL TO GLOBAL MARKETING CARTERS FRAMEWORK ENCOURAGES A BALANCED APPROACH ADAPTING MESSAGING AND PRODUCT OFFERINGS TO MEET LOCAL NEEDS WHILE LEVERAGING STANDARDIZED BRANDING AND CORE MESSAGING FOR CONSISTENCY AND BRAND RECOGNITION THIS NUANCED STRATEGY MAXIMIZES EFFICIENCY WHILE ACKNOWLEDGING THE IMPORTANCE OF LOCAL RELEVANCE A 2023 STUDY PUBLISHED IN THE JOURNAL OF INTERNATIONAL BUSINESS STUDIES UNDERSCORES THE IMPORTANCE OF CONSIDERING THE GLOCALIZATION STRATEGY WHICH BALANCES GLOBAL CONSISTENCY WITH LOCAL ADAPTATION EFFECTIVE CROSSCULTURAL COMMUNICATION CARTER STRESSES THE CRITICAL ROLE OF CROSSCULTURAL COMMUNICATION THIS INVOLVES MORE THAN JUST TRANSLATION IT REQUIRES A DEEP UNDERSTANDING OF THE SUBTLE NUANCES OF LANGUAGE AND COMMUNICATION STYLES TO AVOID MISINTERPRETATIONS AND CULTURAL FAUX PAS INVESTING IN CULTURALLY SENSITIVE TRANSLATION AND LOCALIZATION SERVICES IS PARAMOUNT EXPERTS SUCH AS DR ERIN MEYER AUTHOR OF THE CULTURE MAP PROVIDE VALUABLE INSIGHTS INTO NAVIGATING CROSSCULTURAL COMMUNICATION CHALLENGES BUILDING STRONG LOCAL PARTNERSHIPS SUCCESSFULLY NAVIGATING THE INTRICACIES OF FOREIGN MARKETS OFTEN NECESSITATES ESTABLISHING STRONG PARTNERSHIPS WITH LOCAL DISTRIBUTORS AGENCIES AND INFLUENCERS THESE PARTNERSHIPS PROVIDE INVALUABLE ACCESS TO LOCAL KNOWLEDGE NETWORKS AND RESOURCES CARTER EMPHASIZES THE IMPORTANCE OF SELECTING PARTNERS CAREFULLY BASED ON THEIR EXPERTISE REPUTATION AND CULTURAL UNDERSTANDING DEVELOPING ROBUST GLOBAL MARKETING STRATEGIES A SUCCESSFUL GLOBAL MARKETING STRATEGY REQUIRES A HOLISTIC APPROACH INTEGRATING ALL ASPECTS OF THE MARKETING MIX PRODUCT PRICE PLACE AND PROMOTION ACROSS VARIOUS MARKETS CARTER ADVOCATES FOR A SYSTEMATIC APPROACH TO STRATEGY DEVELOPMENT INCORPORATING DETAILED MARKET ANALYSIS COMPETITIVE INTELLIGENCE AND CLEAR OBJECTIVES UTILIZING DATA AND TECHNOLOGY MODERN GLOBAL MARKETING RELIES HEAVILY ON DATA AND TECHNOLOGY CARTERS WORK

IMPLICITLY CHAMPIONS THE USE OF ADVANCED ANALYTICS FOR CAMPAIGN PERFORMANCE TRACKING PREDICTIVE MODELING AND CUSTOMER RELATIONSHIP MANAGEMENT CRM ACROSS BORDERS TOOLS LIKE SOCIAL 3 LISTENING PLATFORMS CRM SYSTEMS WITH INTERNATIONAL CAPABILITIES AND MARKET RESEARCH DATABASES ARE NOW ESSENTIAL FOR EFFECTIVE GLOBAL MARKETING MANAGEMENT CONCLUSION MASTERING GLOBAL MARKETING MANAGEMENT IS A CHALLENGING YET REWARDING ENDEAVOR BY UNDERSTANDING THE INHERENT DIFFICULTIES AND APPLYING THE PRINCIPLES CHAMPIONED BY LEE CARTER AND BACKED BY CURRENT RESEARCH BUSINESSES CAN NAVIGATE THE COMPLEXITIES OF INTERNATIONAL MARKETS EFFECTIVELY A DATA-DRIVEN CULTURALLY SENSITIVE AND STRATEGICALLY SOUND APPROACH IS KEY TO MAXIMIZING ROI AND ACHIEVING SUSTAINABLE GROWTH IN THE GLOBAL LANDSCAPE FREQUENTLY ASKED QUESTIONS FAQs 1 HOW CAN I DETERMINE WHICH MARKETS ARE BEST SUITED FOR MY PRODUCT/SERVICE CONDUCT THOROUGH MARKET RESEARCH USING A COMBINATION OF SECONDARY DATA MARKET REPORTS INDUSTRY ANALYSES AND PRIMARY DATA SURVEYS FOCUS GROUPS TO ASSESS MARKET SIZE POTENTIAL COMPETITIVE LANDSCAPE AND CULTURAL FIT 2 WHAT ARE THE MOST COMMON MISTAKES COMPANIES MAKE IN GLOBAL MARKETING IGNORING CULTURAL NUANCES NEGLECTING LOCAL REGULATIONS FAILING TO ADAPT MESSAGING UNDERESTIMATING LOGISTICAL CHALLENGES AND INSUFFICIENT MARKET RESEARCH ARE COMMON PITFALLS 3 HOW IMPORTANT IS LOCALIZATION IN GLOBAL MARKETING LOCALIZATION IS CRUCIAL FOR SUCCESS IT INVOLVES ADAPTING YOUR PRODUCT PACKAGING AND MARKETING MATERIALS TO RESONATE WITH LOCAL PREFERENCES AND CULTURAL NORMS GOING BEYOND SIMPLE TRANSLATION 4 HOW CAN I MEASURE THE SUCCESS OF MY GLOBAL MARKETING CAMPAIGNS ESTABLISH CLEAR KPIs ALIGNED WITH YOUR OVERALL BUSINESS OBJECTIVES TRACK KEY METRICS ACROSS DIFFERENT MARKETS USING A CONSISTENT APPROACH TO DATA COLLECTION AND ANALYSIS TOOLS LIKE GOOGLE ANALYTICS SOCIAL MEDIA ANALYTICS AND CRM SYSTEMS CAN BE INVALUABLE 5 WHAT RESOURCES ARE AVAILABLE TO HELP ME LEARN MORE ABOUT GLOBAL MARKETING MANAGEMENT EXPLORE LEE CARTER'S PUBLICATIONS ATTEND RELEVANT INDUSTRY CONFERENCES UTILIZE ONLINE COURSES AND WEBINARS AND NETWORK WITH PROFESSIONALS IN THE FIELD CONSULT REPUTABLE MARKET RESEARCH FIRMS FOR DATA AND INSIGHTS

GLOBAL MARKETING MANAGEMENT GLOBAL MARKETING MANAGEMENT, 2/E GLOBAL MARKETING MANAGEMENT GLOBAL MARKETING MANAGEMENT, 2/E GLOBAL MARKETING MANAGEMENT MARKETING MANAGEMENT NONCOMPLAINER- MANAGEMENT IM BTB-MARKETING GLOBAL MARKETING MANAGEMENT (9780199267521). HANDBUCH BUSINESS-

GLOBAL MARKETING MANAGEMENT PROVIDES COMPREHENSIVE COVERAGE OF THE ISSUES WHICH DEFINE MARKETING IN THE WORLD TODAY EQUIPPING STUDENTS WITH SOME OF THE MOST CURRENT KNOWLEDGE AND PRACTICAL SKILLS TO HELP THEM MAKE KEY MANAGEMENT DECISIONS IN THE DYNAMIC AND CHALLENGING GLOBAL TRADE ENVIRONMENT

CHRISTIAN HOMBURG BIETET MARKETING STUDIERENDEN UND PRAKTIKERN EINEN UMFASSENDE[n]  BERBLICK DER

FRAGESTELLUNGEN UND INHALTE IN MARKETING UND VERTRIEB ZUM TIEFERGEHENDEN VERSTÄNDNIS DIESER INHALTE TRÄGT DIE AUSGEPRÄGTE THEORETISCHE FUNDIERUNG DES BUCHES BEI EINE KRITISCHE QUANTITATIVE ORIENTIERUNG FÖRDERT DAS STRUKTURIERTE UND PRÄZISE DURCHDENKEN DER AUFGEZEIGTEN FRAGESTELLUNGEN WOBEI AUCH DIE GRENZEN DER UNTERSTÜTZUNG VON MARKETINGENTSCHEIDUNGEN DURCH QUANTITATIVE MODELLE AUFGEZEIGT WERDEN NEBEN DEN NEUESTEN ERKENNTNISSEN DER MARKETINGFORSCHUNG WERDEN INSBESONDERE DIE UMSETZUNGSBEZOGENEN ASPEKTE DES MARKETING DARGESTELLT NEU IN DER 6 AUFLAGE IN DER 6 AUFLAGE WURDEN ALLE KAPITEL VOLLSTÄNDIG ÜBERARBEITET DABEI WURDEN NEUE INTERNATIONALE FORSCHUNGSERGEBNISSE ZAHLREICHE NEUE PRAXISBEISPIELE SOWIE AKTUELLE ENTWICKLUNGEN IN DER KOMMUNIKATIONSPOLITIK WEG VON KLASSISCHEN ZU INTERAKTIVEN KANÄLEN INTEGRIERT DAS BUCH BESTICHT MIT STRINGENZ SINNVOLLEN QUERVERWEISEN UND LEICHT VERSTÄNDLICHEN GRAFIKEN UND ES IST TROTZ DES WISSENSCHAFTLICHEN TIEFGANGS GUT LESBAR AUSDRÜCKLICH STEHT DIE PRAXISTAUGLICHKEIT DER MARKETINGKONZEPTE IM VORDERGRUND DAMIT BRINGT DAS BUCH AUCH DEN MARKETINGPROFIS IN DEN UNTERNEHMEN ECHTEN NUTZEN WIRTSCHAFTSWOCHE

IN DIESEM OPEN ACCESS BUCH UNTERSUCHT DR FABIO YANNICK LASCHET UNTER BERÜCKSICHTIGUNG DER KONSTITUTIVEN BESONDERHEITEN DES BUSINESS TO BUSINESS MARKETINGS SPEZIFISCHE DETERMINANTEN DES NONCOMPLAINER VERHALTENS SOWIE AUSGEWÄHLTE ANSATZPUNKTE ZUR BINDUNG VON NONCOMPLAINERN DER WANDEL IN DEM SICH AKTUELL BUSINESS TO BUSINESS MARKETE BEFINDEN STELLT ANBIETER ANGESICHTS SICH VERÄNDERNDER KUNDENERWARTUNGEN ABER AUCH GESELLSCHAFTLICHER ENTWICKLUNGEN VOR NEUE HERAUSFORDERUNGEN EINE MÖGLICHKEIT UM DIESEN ENTGEGNEN ZU KÖNNEN STELLT EIN AUSGEPRÄGTES WISSEN ÜBER AKTUELLE UND POTENZIELLE KUNDEN DAR UND DAMIT AUCH KUNDENINFORMATIONEN VOR DIESEM HINTERGRUND KÖNNEN NONCOMPLAINER DIE IHRE UNZUFRIEDENHEIT NICHT UNMITTELBAR AN DEN ANBIETER ARTIKULIEREN ALS EINE WERTVOLLE INFORMATIONSQUELLE FÜR NOTWENDIGE INNOVATIONS UND VERBESSERUNGSPOTENZIALE DES LEISTUNGSPORTFOLIOS GESEHEN WERDEN ANHAND DER IN DIESER ARBEIT ENTWICKELTEN NEUAUSRICHTUNG DES BUSINESS TO BUSINESS BESCHWERDEMANAGEMENTS DEM SOGENANTEN AMBIDEXTERITY COMPLAINT MANAGEMENT ZEIGT DR FABIO YANNICK LASCHET WIE DIE ERREICHUNG PSYCHOGRAFISCHER UND ÖKONOMISCHER MARKETINGZIELGRUPPEN IN DER BETRIEBLICHEN PRAXIS OBGLEICH DER NONCOMPLAINER HERAUSFORDERUNG GESICHERT WERDEN KANN

DIE ZUNEHMENDE WELTWEITE ANGLEICHUNG INDUSTRIELLER PRODUKTE UND DIENSTLEISTUNGEN HAT DAZU GEFÜHRT DASS DIE KERNIDEE DES MARKETING DIE SUCHE NACH RELEVANTEN WETTBEWERBSVORTEILEN AUCH IN TECHNOLOGIEGETRIEBENEN INDUSTRIEUNTERNEHMEN IMMER STÄRKER IN DEN VORDERGRUND RÜCKT. KLAUS BACKHAUS UND MARKUS VOETH GREIFEN DIESE ENTWICKLUNG IM HANDBUCH BUSINESS TO BUSINESS MARKETING AUF UND DOKUMENTIEREN DEN AKTUELLEN ERKENNTNISSTAND IN THEORIE UND PRAXIS. RENOMMIERTE WISSENSCHAFTLER NEHMEN IN 30 BEITRÄGEN STELLUNG ZU DER INDUSTRIELLEN KUNDE ALS ANALYSEOBJEKT. GESCHÄFTSMODELLE UND MARKETING STRATEGIEN, MARKETING INSTRUMENTE, PRODUKTPOLITIK, KOMMUNIKATIONSPOLITIK, VERTRIEBSPOLITIK, PREISPOLITIK, INDUSTRIELLES TERMARKETING, CONTROLLING NEU IN DER 2. AUFLAGE UM EIN HOHES MAß AN AKTUALITÄT ZU SCHAFFEN. WURDEN DEN AKTUELLEN ENTWICKLUNGEN DURCH EINE VERÄNDERTE STRUKTUR UND DURCH NEUE BEITRÄGE RECHNUNG GETRAGEN. JEDES MARKETING INSTRUMENT ERHÄLT EINEN ÜBERSICHTLICHEN ÜBERSICHT UM DANN EINIGE SPEZIALITÄTEN IN AUSGESUCHTEN BEITRÄGEN ZU BELEUCHTEN. DA FRAGESTELLUNGEN DES INDUSTRIELLEN TERMARKETING INZWISCHEN ZUMEIST UNTER DEM BEGRIFF BUSINESS TO BUSINESS MARKETING DISKUTIERT WERDEN WURDE, AUCH DER TITEL ENTSPRECHEND ANGEPASST. ALLE AUS DER 1. AUFLAGE HANDBUCH INDUSTRIELLES TERMARKETING ÜBERNOMMENEN BEITRÄGE WURDEN SCHLIESLICH VOLLSTÄNDIG ÜBERARBEITET.

DIESES BUCH BEFASST SICH MIT MARKETINGINNOVATIONEN, ALSO MIT INNOVATIONEN DIE SICH AUF DIE BEREICHE VERTRIEB, PRICING UND KOMMUNIKATION BEZIEHEN. MANUEL HÄTTNER UNTERSUCHT DIESE IN ZWEI EMPIRISCHEN STUDIEN. NÄHER SO WIRD IN EINER BRANCHENÜBERGREIFENDEN ERHEBUNG DER FRAGE NACHGEGANGEN, OB UND UNTER WELCHEN BEDINGUNGEN MARKETINGINNOVATIONEN ERFOLGREICH SIND UND WORIN DIE UNTERSCHIEDE ZU PRODUKTINNOVATIONEN LIEGEN. IN EINER ZWEITEN STUDIE STEHT IM VORDERGRUND, UNTER WELCHEN VORAUSSETZUNGEN UNTERNEHMEN BESONDERS INNOVATIVE MARKETINGKONZEPTE HERVORBRINGEN. INSGESAMT SPRECHEN DIE ERGEBNISSE FÜR EINE STÄRKERE AUSEINANDERSETZUNG DER WISSENSCHAFT UND DER PRAXIS MIT DEM THEMA MARKETINGINNOVATIONEN.

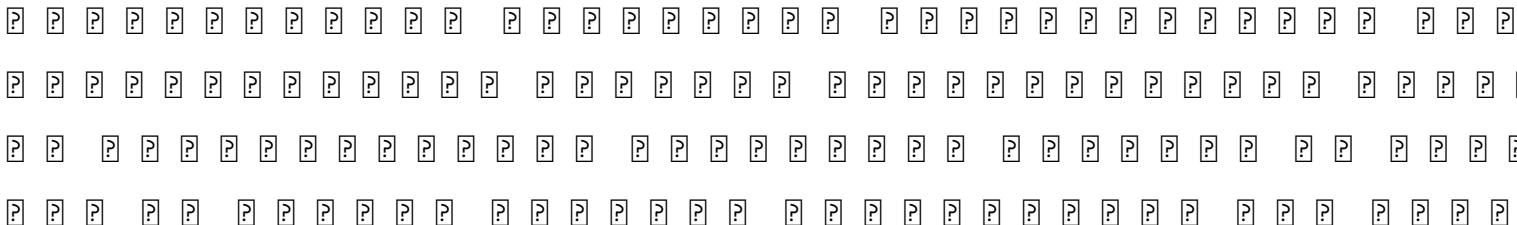
INSPIRED BY THE AMERICAN ED OF SAME TITLE

THOMAS CLAUß UNTERSUCHT DIE SITUATIVEN LEISTUNGSPOTENZIALE ALTERNATIVER GOVERNANCEMECHANISMEN FÜR DIE ZUSAMMENARBEIT VON ABNEHMERN UND ZULIEFERERN. ES WIRD GEZEIGT, DASS TRANSAKTIONALE Z. B. VERTRÄGE, RELATIONALE Z. B. VERTRAUEN UND PLURALE GOVERNANCEFORMEN UNTERSCHIEDLICHE BEITRÄGE ZUR

KOOPERATIVEN ZIELERREICHUNG LEISTEN KÖNNEN ZUDEM WIRD VERDEUTLICHT DASS DIE WAHL DER GOVERNANCE UNTER BERÜCKSICHTIGUNG DER BEZIEHUNG ZWISCHEN DEN PARTNERN ZU TREFFEN IST AM BEISPIEL VERSCHIEDENER BRANCHEN WIRD DIE KONTEXTSPEZIFISCHE WIRKUNG DER GOVERNANCE STUDIEN IM DETAIL EMPIRISCH ANALYSIERT UND IN KONKRETE GESTALTUNGSMÄSSIGKEITEN FÜR DAS STRATEGISCHE ZULIEFERERMANAGEMENT ÜBERFÜHRT

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 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 GLEICHZEITIG BASIEREN GESCHÄFTSBEZIEHUNGEN IMMER NOCH AUF MENSCHLICHER NÄHE UND VERTRAUEN VERTRIEB
 IST KOMPLEX DYNAMISCH SPEZIFISCH KONKRET BEZOGEN AUF EINZELNE KUNDEN VOR ORT ZUDEM TREFFEN MIT
 NIEDERLASSUNGEN UND ZENTRALE NICHT NUR VERSCHIEDENE SPRACHEN UND ZEITZONEN AUF EINANDER SONDERN
 GANZE KULTUREN INSELLISUNGEN UND LOKALFÜRSTEN PRÜGEN DIE PRAXIS NIEDERLASSUNGEN SIND OFT
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 SYSTEME UND STRUKTUREN ENTGEGENZUSETZEN SOLL SICH DER VERKAUF EHER ZUM GLOBAL PLAYER ENTWICKELN
 ODER SOLL ER GERADE SEINE LOKAL UND KUNDENSPEZIFISCHEN KOMPETENZEN ALS LOCAL HERO VERTEIDIGEN WIE
 SIEHT EIN VERTRIEBSSYSTEM AUS DAS BEIDE ANFORDERUNGEN MITEINANDER IN EINKLANG BRINGT WELCHE
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 ERFOLG IM INTERNATIONALEN GESCHÄFT EIN WERTVOLLER IMPULSGEBER FÜR FÖHRUNGSKRÄFTE IN
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