



Corporate Blogging: Aktuelle Perspektiven (German Edition)

C. F. Dobner

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Corporate Blogs - Chance oder Risiko? Vor dieser Frage stehen derzeit viele Entscheidungsträger größerer und mittelständischer Unternehmen. Der nachfolgende zeigt Vor- und Nachteile des neuen Kommunikationsmediums auf und unterstreicht die aufgestellten Thesen an Hand zahlreicher positiver Praxisbeispiele.

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