



BMW - Overview of Corporate Communication, Corporate Identity, Corporate Image and CSR

By Michael Kofler

GRIN Verlag Aug 2013, 2013. sonst. Bücher. Book Condition: Neu. 211x148x8 mm. This item is printed on demand - Print on Demand Neuware - Scientific Essay from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,0, Griffith University, language: English, abstract: This assignment deals with corporate communication, corporate identity, corporate image, and corporate social responsibility. The assignment provides a lot of theory but also analyses the corporate communication, identity, image and CSR of BMW. 12 pp. Englisch.



READ ONLINE
[3.03 MB]



Reviews

Completely essential study publication. This is for anyone who states that there was not a well worth reading through. I am very easily could get a satisfaction of reading through a written publication.

-- **Hallie Stanton**

This pdf is really gripping and exciting. Yes, it is actually perform, nevertheless an amazing and interesting literature. I am just effortlessly can get a pleasure of looking at a published pdf.

-- **Tony Dickens**