

## Download Book

# INTEGRATING THE MEANS-END APPROACH INTO THE PRODUCT POSITIONING PROCESS USING THE EXAMPLE OF THE HEAD SNOWBOARDING TRAVEL BOARDBAG IN GERMANY



GRIN Verlag Sep 2011, 2011. Taschenbuch. Book Condition: Neu. 211x146x15 mm. This item is printed on demand - Print on Demand Neuware - Diploma Thesis from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, Hamburg University of Applied Sciences, language: English, abstract: The academic part of this paper discusses prevailing opinions and approaches to product positioning with a special focus on means-end theory and its significance for various aspects...

**Read PDF Integrating the Means-End Approach into the Product Positioning Process Using the Example of the HEAD Snowboarding Travel Boardbag in Germany**

- Authored by Sabine von Possel
- Released at 2011



Filesize: 3.67 MB

## Reviews

*This created ebook is wonderful. I could possibly comprehended everything out of this created e ebook. Its been designed in an remarkably easy way and is particularly just after i finished reading through this ebook by which basically modified me, affect the way i believe.*

-- **Verner Langworth III**

*This pdf is great. It really is rally intriguing throug studying time period. I am just quickly could possibly get a satisfaction of reading a written pdf.*

-- **Roosevelt Braun**

*An extremely wonderful ebook with lucid and perfect explanations. I was able to comprehended almost everything using this composed e publication. It is extremely difficult to leave it before concluding, once you begin to read the book.*

-- **Kimberly Carroll**