

KOMMUNIKATIONSCONTROLLING%0A

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Der Bezugsrahmen zum Kommunikationscontrolling in 15 Minuten. Stichpunkte: Kommunikationssteuerung, Kommunikationscontrolling, Kommunikationsstrategie, PR-Steuerung

Lautenbach Sass | Was ist Kommunikations-Controlling?

Kommunikationscontrolling bedeutet, die Unternehmenskommunikation systematisch zu planen, umzusetzen und zu bewerten. Indem Kommunikation konsequent auf die

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Das Kommunikationsecontrolling im Handel weist im Vergleich zur Industrie einige Besonderheiten auf: Da ist erstens der direkte Verkaufskontakt mit den Endkunden, da sind zweitens die zahlreichen

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Straeter, Henning: Kommunikationscontrolling UVK-Verlag, Konstanz 2009 Thomas, Tim: Kommunikationscontrolling - Eine Analyse zur Steuerung und Messung des Beitrags der Unternehmenskommunikation zum Unternehmenswert VDM, Saarbrücken 2008