



Operatives Event Management: Der ultimative Kurzratgeber für Event Manager (German Edition)

Falk Trunz

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Der vorliegende Ratgeber ist als operativer Event Guide und Entscheidungshilfe zu verstehen. Er bietet somit weder Marketing-Grundlagen noch hinlänglich bekannte Begriffsdefinitionen aus der Theorie. Anhand von kurzen, einfachen, präzisen und vor allem praxisorientierten Beschreibungen gewährt der Ratgeber vielmehr operative Hilfestellungen, um Entscheidungsprozesse zu erleichtern. Darüber hinaus dient er als Gedankenstütze für erfahrene Event Manager und richtet sich an angehende Veranstaltungskaufleute und solche, die es werden wollen.

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