Begriffskärtchen zum Ausschneiden:

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| --- | --- |
| E-Business/E-Commerce | Marketingmix |
| Customer Relationship Management (CRM) | Servicepolitik |
| Marketingziele | Marketinginstrumente |
| Marktforschung | Sortimentsstruktur |
| Kommunikationspolitik | Sortimentsanalyse |