

Synergy In Multi-Channel Online Advertising (Berichte Aus Der Betriebswirtschaft) By Sebastian Hild

By Sebastian Hild

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2006 / 2007. Universit t Mannheim. Impressum: Herausgeber: Der Rektor der Universit t Mannheim. Redaktion: Dezernat I, Elke Weiland, Tel: 0621/181-1094. Mitarbeit

Multi- Channel Retailing: Function of Consumers' -

This study investigated the consumers' intention towards multi-channel shopping and the function of synergy in a multi-channel retailing format Marketing channels.

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He has helped major brands build digital multi-channel real-time interactive events for the He worked as an intern for the 35th World Advertising Congress

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Research on Online and Offline Marketing Synergy -

Cite this article: WANG Xu-Hui,ZHANG Ji-Lin. Research on Online and Offline Marketing Synergy of Multi-channel Retailers Case Study on Suning[J]. , 2013, (9): 37-47.

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Partner/Channel Marketing Manager SMB Promoting synergy, Multi-Machinist ThyssenKrupp North America, Inc. - Middleton, TN.

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