



Ländermarktanalyse Schweden (German Edition)

Timo Voß

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Studienarbeit aus dem Jahr 2007 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,3, Fachhochschule Kiel, 8 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Diese Hausarbeit soll anhand einer Ländermarktanalyse einen Überblick über die Rahmenbedingungen des schwedischen Marktes sowie über die Potentiale der schwedischen Wirtschaft geben. Dabei wird in den einzelnen Kapiteln sowohl auf geographischen, demographischen, soziokulturellen, politischen und auf die wirtschaftlichen Faktoren eingegangen. Abschließend wird der Markt anhand seiner Chancen und Risiken bewertet.

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