



Die outgesourcte Identität: Entwurf einer Strategie für die Symbolökonomie (German Edition)

Walter Koch

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Auf der Basis eines sozialphilosophischen Standpunkts untersucht Walter J. Koch den Zusammenhang zwischen dem menschlichen Streben nach Identität und dem Konsum von Markenartikeln. Durch diese Perspektive ermöglicht der Autor ein tiefer gehendes Verständnis für Kundenbedürfnisse, das weit über die Betrachtungen von Marktforschungsinstituten hinausgeht.

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