



BMW - Overview of Corporate Communication, Corporate Identity, Corporate Image and CSR

Michael Kofler

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Scientific Essay from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,0, Griffith University, language: English, abstract: This assignment deals with corporate communication, corporate identity, corporate image, and corporate social responsibility. The assignment provides a lot of theory but also analyses the corporate communication, identity, image and CSR of BMW.



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