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H. Reil

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Die Wirtschaftskrise könnte einen Stein ins Rollen gebracht haben: Sie hat Unternehmen unter anderem die Bedeutung von Marketing-Controlling vor Augen geführt. Immerhin könnten Großunternehmen durch effizientes Marketing-Monitoring schätzungsweise rund zehn Millionen Euro pro Jahr sparen. Trotz dieser Erkenntnis herrscht aber noch immer das Pi-mal-Daumen-Prinzip bei der Planung der Budgets.

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