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# Marketing-Management in der Großflugzeugindustrie (German Edition)

*Markus Wilken*

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**Marketing-Management in der Großflugzeugindustrie (German Edition)** Markus Wilken
Markus Wilken untersucht die Branche der Großflugzeugindustrie, in der zwei global aktive Anbieterorganisationen, die Boeing Commercial Airplane Group und die Airbus Industrie, im Wettbewerb stehen.

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