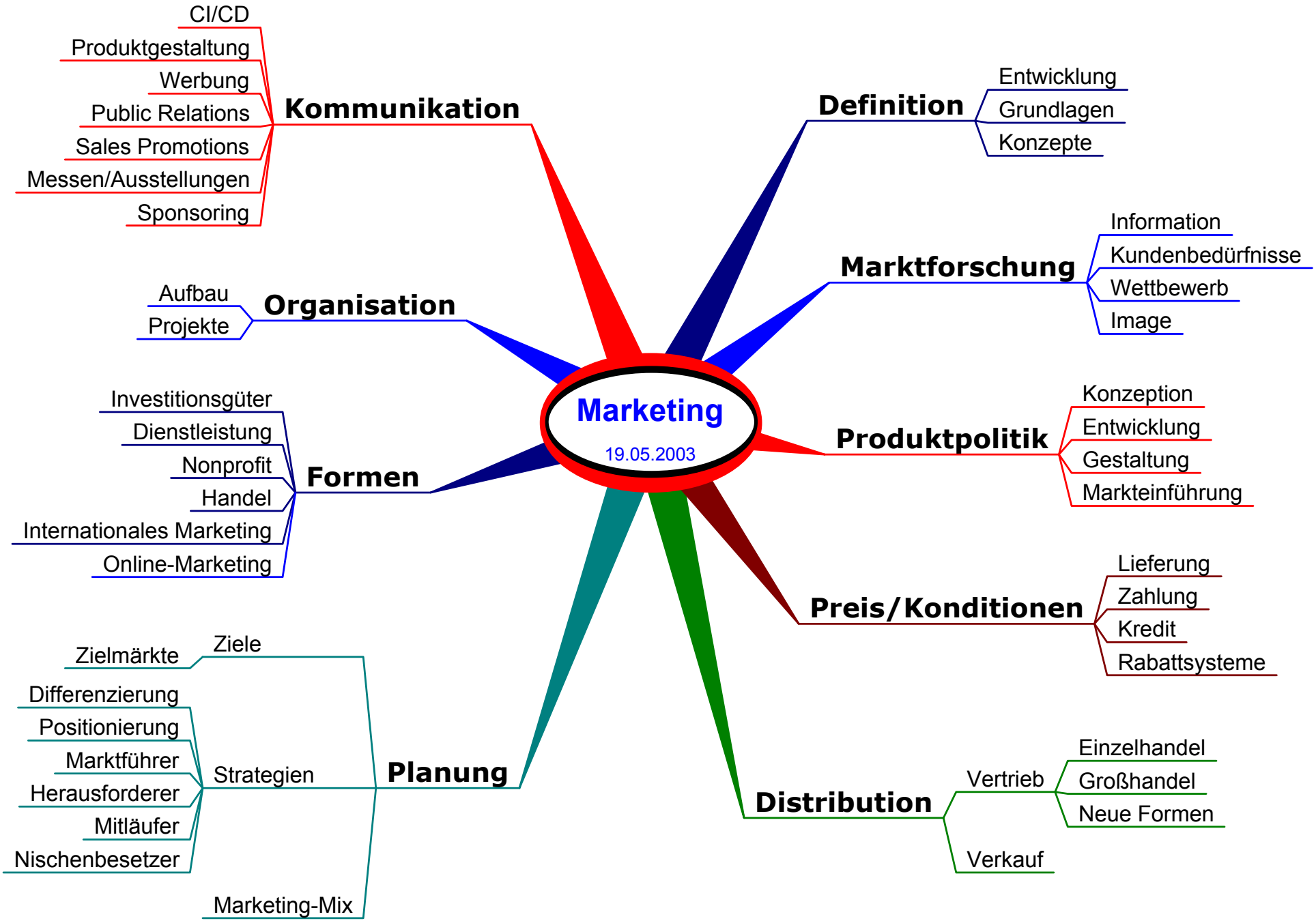Marketing-Management: Analyse, Planung, Umsetzung, Steuerung