



Gay-Marketing: Eine kaufkräftige Zielgruppe wird umworben (German Edition)

E. Krug

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Gay-Marketing ist in den USA schon seit zehn Jahren erfolgreich, während in Deutschland spezielles Zielgruppenmarketing für Schwule und Lesben noch in den Kinderschuhen steckt. (1) Die Gay Community ist sehr empfänglich für speziell auf ihre Zielgruppe abgestimmte Werbung. (1) Die homosexuelle Zielgruppe soll in Zukunft über die Printmedien hinaus auf wesentlich mehr Kommunikationskanälen beworben werden. (2) , (3)

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