



# Personalmarketing und Web 2.0. Theoretische Grundlagen (German Edition)

*Melanie Wittchow*

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**Personalmarketing und Web 2.0. Theoretische Grundlagen (German Edition)** Melanie Wittchow  
Akademische Arbeit aus dem Jahr 2010 im Fachbereich BWL - Personal und Organisation, Note: 1,7, ,  
Sprache: Deutsch, Abstract: In der folgenden Arbeit wird die Autorin einen Überblick über die theoretischen Grundlagen der zentralen Begriffe „Personalmarketing“ (PM) und „Web 2.0“ geben. Das PM wird zunächst durch eine Gegenüberstellung vom Produktmarketing abgrenzt. Im Anschluss daran werden der Begriff, die Notwendigkeit, die Aktionsfelder und der PM-Mix näher beleuchtet. Das Web 2.0 wird ebenfalls zunächst definiert. Im Anschluss daran werden die Prinzipien/Merkmale und ausgewählte Instrumente/Anwendungen näher dargestellt. Des Weiteren wird ein Einblick in die Motivation des Anwenders gegeben.

Aus dem Inhalt:

- Notwenigkeit,
- Aktionsfelder,
- WEB 2.0: Begriffsbestimmung, Merkmale, Anwendung

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