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# THE EFFECTS OF CSR ON MARKETING. A STUDY ON SPORTS SPONSORSHIP OF GRAMEENPHONE BANGLADESH



GRIN Verlag Nov 2015, 2015. Taschenbuch. Book Condition: Neu. 213x149x12 mm. Neuware - Research paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 3.5 (A-), , course: Consumer Behavior, language: English, abstract: Sponsorship has emerged noticeably over the few decades. The relationship between sponsor and sponsorship is very important for this new century. Both parties have been gaining advantages from sustainable sponsorship relation. Sponsorship program is treated as CSR...

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- Authored by Md. Jobair Hossain
- Released at 2015



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