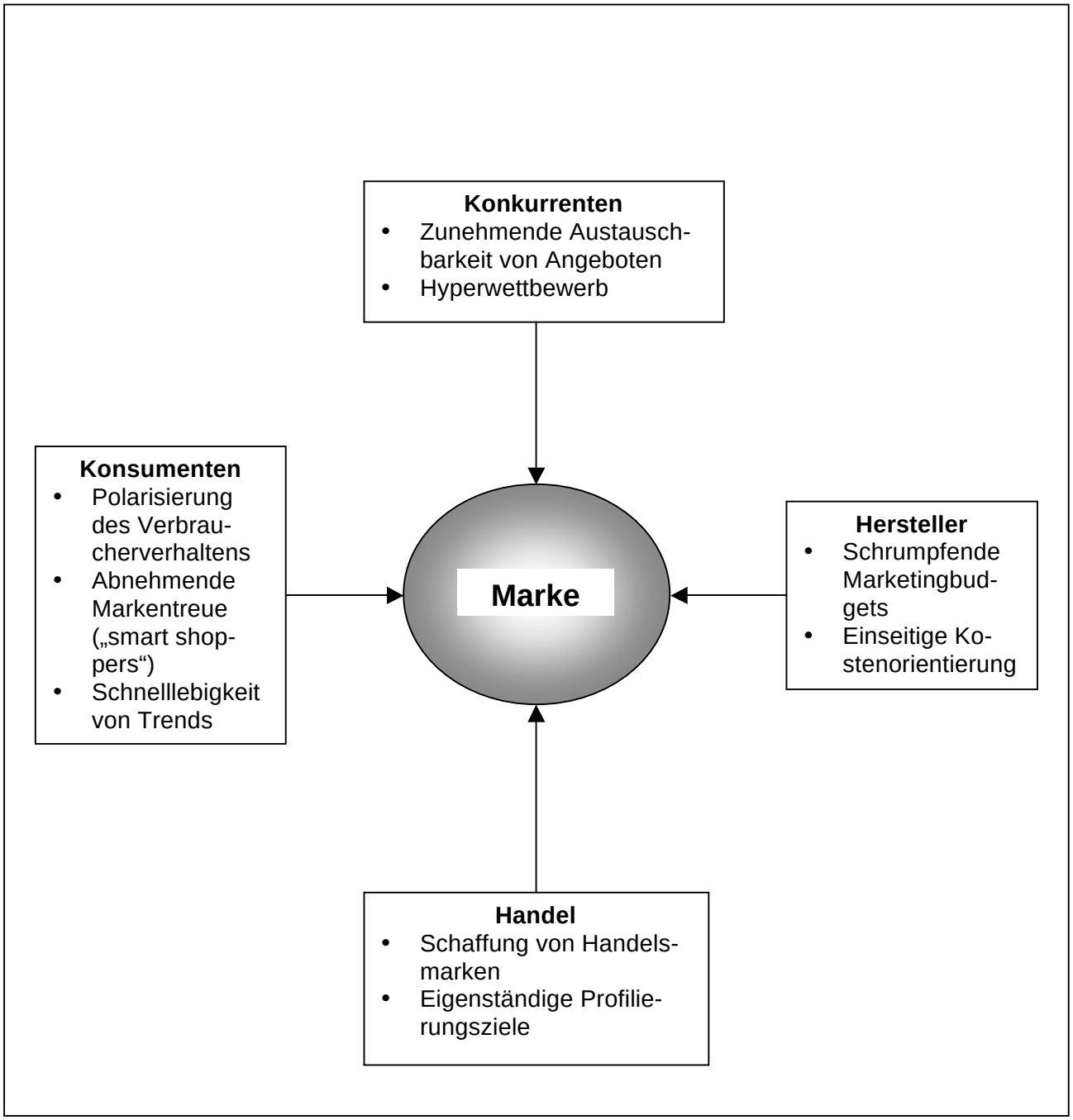MARKETING: HERAUSFORDERUNG AN DIE MARKENFÜHRUNG