



Online-Coupons (German Edition)

E. Krug

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Couponing versucht sich - relativ erfolgreich - seit dem Jahr 2002 in Deutschland zu etablieren und findet inzwischen zum Teil mehr Akzeptanz, als so manches Kundenkartensystem. (1) , (2) , (3) Online-Couponing, das Sammeln von Coupons über das Internet, stellt einen neuen Schritt im Rahmen der Rabattaktivitäten dar. (4) Mit Online-Couponing versucht man die eigentliche Zielgruppe besser zu erreichen und unnötige Streuverluste zu vermeiden. (5)

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