



## Sex Sells: Mythos oder Wahrheit? (Dein Business) (German Edition)

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### Sex Sells: Mythos oder Wahrheit? (Dein Business) (German **Edition**)

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Hans-Uwe L. Köhler der Mann mit den ungewöhnlichsten Buchprojekten unter der Wirtschaftsbuchsonne fragt diesmal provokant: Warum kauft man ein Buch mit dem Titel Sex sells? Würde man das Buch kaufen, trüge es den Titel Morphologische Schwingungen zwischen Cortexrinde und absatzrelevanten Bedingungen? Nein? Sehen Sie. Sex sells ist eine der ältesten Werbe- und Verkaufsweisheiten. 38 Autoren haben sich der Aufgabe gestellt, den Mythos zu hinterfragen und dabei außergewöhnliche Positionen besetzt. Darunter: Dr. Christian Blümelhuber: Learning from Love and Pornography, Hans Peter Frei: Die erogene Zone des Marketing, Uwe Günter-von Pritzbuer: Was haben Schmetterlinge im Bauch, wenn sie verliebt sind?, Carlheinrich Heiland: Porno bringt Storno. Die Grenzen von Sex sells.



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