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# BRAND MANAGEMENT CONCEPT FOR A DELIVERY SERVICE



GRIN Verlag Sep 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Studienarbeit aus dem Jahr 2011 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,0, , Veranstaltung: Strategic Brand Management, Sprache: Deutsch, Abstract: This paper conveys the branding process of a food delivery service based in the city of Barcelona; named Barcelona Eats (BE). Core of the business is being the link between restaurants who...

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- Authored by Matthias Schimmel
- Released at 2013



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