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Schriftenverzeichnis

Artikel in Fachzeitschriften/ Monografie/ Buchkapitel

BAHLES, M., COOK, G. How can international communication campaigns be effective? Analysis of select success cases. The Journal of Business Leadership. Spring 2021. Vol. 29, No. 1

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BAHLES, M., COOK, G. Changing Motives towards Cars in the Younger Generation. In KRNÁČOVÁ, P. (ed.). The Proceedings of the 17th International Joint Conference Central and Eastern Europe in the Changing Business Environment. Bratislava: Vydavateľstvo EKONÓM, 2017, s. 9--20. ISBN 978-80-225-4385-9.

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Wissenschaftliche Vorträge/ Funktionen in wissenschaftlichen Fachtagungen/ Wissenschaftskommunikation und Wissenstransfer

- | | |
|------|--|
| 2021 | „Intercultural Competence“, Vortrag,
ISCOM – École supérieure de communication et publicité, Paris |
| 2021 | „Teilnahme International Business Week“, Seminar,
EPHEC – École pratique des hautes études, Brüssel |
| 2021 | „Intercultural Competence“, Vortrag,
Metropolitan State University (MSU), Denver |

- 2020 „What makes a global communication campaign great? Analysis of select cases., Vortrag, Applied Business and Entrepreneurship Association International, Seventeenth Annual Meeting, Hawaii
- 2020 „Intercultural Management“, Vortrag, CESA - Colegio de Estudios Superiores de Administración, Bogota
- 2018 „Internationale Marketingkommunikation“, Seminar, Vilnius Business College, Vilnius
- 2017 „International Fashion Management“, Vortrag, Shih Chien University, Taipei
- 2016 „Diplomatic Skills for International Marketing Communication“, Vortrag, European Planning Conference, Prag
- 2015 „Diplomatic Skills for International Marketing“, Vortrag, Localization World, Berlin