



# Permission Marketing (German Edition)

*E. Krug*

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Heute ist Permission Marketing die wirkungsvolle Antwort auf eine ständig ungewollte Werbeüberflutung, wie z.B. Spamming oder Interruption Marketing durch z.B. Pop-ups. Permission Marketing dient über die legale Erlaubnis zur Werbung hinaus, als durchaus effektives Instrument zur Kundenbindung. (1) Da eine "Erlaubnis vom Kunden" zur Werbung sowohl beim Mobile Marketing als auch beim E-Mail-Marketing als Grundvoraussetzung zum Erfolg nicht mehr wegzudenken ist, wird Permission Marketing auch in Zukunft eine sehr wichtige Rolle spielen. (1) , (2)

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