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*Ilka Y. Hoepner*

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Dialogfaden Alumni-Adressen richtig managen

Weltweit Alumni-Adressen suchen, gewinnen, bewerten und effektiv in Alumni-Datenbanken verarbeiten

Alumni-Manager sind Jäger und Sammler. Ständig auf der Suche nach verschollenen Alumni und deren Kontaktdaten. Bei jeder Gelegenheit sammeln sie Anschriften. Doch lohnt sich der Aufwand immer? Adresse gefunden und was dann? Wie gewinnen sie neue Adressen?

Ilka Hoepner, Alumni-Managerin und Marketing-Expertin, zeigt Ihnen, wie's geht. Erfahren Sie, wie Sie

- \* Alumni-Adressen weltweit recherchieren,
- \* Rahmenbedingungen durch Datenschutz effektiv nutzen,
- \* Gefundene Adressen bewerten,
- \* Sinnvoll in Datenbanken organisieren oder aber auch durch
- \* Gezielte Aktionen neue Alumni-Adressen gewinnen.

In dieser 2. überarbeiteten und erweiterten Auflage finden Sie noch mehr Praxistipps, Musteraktionen und weiterführenden Links. Aus der Praxis für die alltägliche Anwendung im aktiven Alumni-Management.

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