

## Implications of the ageing population on the pharmaceutical and the tourism industry from a marketing point of view



Filesize: 4.76 MB

### **Reviews**

*Extensive guide! Its this kind of excellent read through. it absolutely was writtern very perfectly and helpful. Your way of life period is going to be change when you complete reading this ebook.*

**(Murphy Dooley)**

## IMPLICATIONS OF THE AGEING POPULATION ON THE PHARMACEUTICAL AND THE TOURISM INDUSTRY FROM A MARKETING POINT OF VIEW

[DOWNLOAD](#)

GRIN Verlag Mrz 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 84% - A, University of Sunderland, course: Marketing Strategy, language: English, abstract: Due to the world's demographic development towards an increasing aging population, various richer economies experience major changes influencing the specific industries. This report will illustrate the implications of these changes, with particular reference to the population over the age of 65, on the pharmaceutical and the tourism industry from a marketing point of view. Examples will be drawn from the US, the UK, Germany and Japan as they are highly affected by the changing demographics. The main purpose of the report is among others to outline significant impacts on the micro and macro environment, relating to the mentioned industries. Furthermore, the implications on the particular marketing strategies will be evaluated in order to solve potential problems with their implementation. Finally, recommendations will be given on how to overcome these problems and difficulties. 28 pp. Englisch.



[Read Implications of the ageing population on the pharmaceutical and the tourism industry from a marketing point of view Online](#)



[Download PDF Implications of the ageing population on the pharmaceutical and the tourism industry from a marketing point of view](#)

## Related Books



### **DK Readers L4: Danger on the Mountain: Scaling the World's Highest Peaks**

DK Publishing (Dorling Kindersley). Paperback / softback. Book Condition: new. BRAND NEW, DK Readers L4: Danger on the Mountain: Scaling the World's Highest Peaks, Andrew Donkin, Linda Martin, From blizzards and glaciers on the world's...

[Read Book »](#)



### **Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age**

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video...

[Read Book »](#)



### **Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade**

Book Condition: Brand New. Book Condition: Brand New.

[Read Book »](#)



### **Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success**

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success, Eva M. Horn, Susan B. Palmer, Gretchen D. Butera, Joan A. Lieber, How...

[Read Book »](#)



### **Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications .**

Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This historic book may have numerous typos and missing text. Purchasers can usually...

[Read Book »](#)