
Gesundheitsmarketing Gesundheitspsychologie Prävention

Julia Schlicht

hoffmann / müller (hrsg.) - stefan hoffmann und julia schlicht 13. subjektive gesundheit beim Übergang in den ruhestand 167 susanne c. liebermann und jürgen wegge c anwendungsfelder im marketing 183 14. der einatz von werbethoden im gesundheitsmarketing 185 nicole knaack **hurrelmann/baumann (hrsg.) programmbereich gesundheit** - kollegen zum gesundheitsmarketing (hoffmann & müller, 2010; hoffmann, schwarz & mai, 2012), in denen auch vielfältige kommunikationsaspekte thematisiert werden. die schrittweise institutionalisierung ist auch an der gründung akademischer vereine (z. b. ge sundheitskommunikation e. v.) und netzwerke zum wissenschafts-praxis-transfer (z. b **hoffmann / müller (hrsg.) programmbereich gesundheit** - grundwissen prävention, gesundheitsförderung querschnittsbereich 10. 2008. isbn 978-3-456-84185-4 ... gesundheitsmarketing: gesundheitspsychologie und prävention verlag hans huber. lektorat: dr. klaus reinhardt herstellung: peter e. wüthrich ... stefan hoffmann und julia schlicht 13. subjektive gesundheit beim Übergang in den ruhestand ...

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