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KELLOGG'S "TO GO" BREAKFAST-SHAKE AT THE DANISH MARKET



GRIN Verlag GmbH Jan 2015, 2015. Taschenbuch. Book Condition: Neu. 211x148x5 mm. Neuware - Seminar paper from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, University of Hertfordshire, language: English, abstract: In the USA, Kellogg's launched 'To Go' breakfast drinks back in 2013, targeting both males and females that are health conscious but who skip breakfast because of a busy lifestyle (Vierhile, 2013 and Kellogg's.com, a). The reason for this introduction...

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