

Marketing Graffiti

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vom erfolg der hip hop kultur inspirieren lassen hip hop ist die bedeutendste popkulturelle strömung unserer zeit rap dominiert die charts streetwear und sneakers prägen die mode und aus der hip hop kultur entstehen milliardenunternehmen die bedeutung ist immens hip hop ist selbstermächtigung die Überwindung von klassismus und rassismus ein identifikations angebot an millionen philipp böndel und tobias kargoll zeigen wie sich techniken und mindset der hip hop kultur für persönlichen und unternehmerischen erfolg nutzen lassen auf einer reise durch die hip hop geschichte von den wurzeln in den usa bis zur gegenwart in deutschland wird deutlich worin der erfolg der kultur begründet liegt die geschichten von szenegrößen wie specter aggro berlin elvir omerbegovic selfmade records kool savas und raf camora aber auch banksy virgil abloh karl kani achraf ait bouzalim und kanye west veranschaulichen die erfolgsgeheimnisse der hip hop kultur

discover how shoe companies target city kids to create their billion dollar marketing plans in urban entrepreneur street art

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