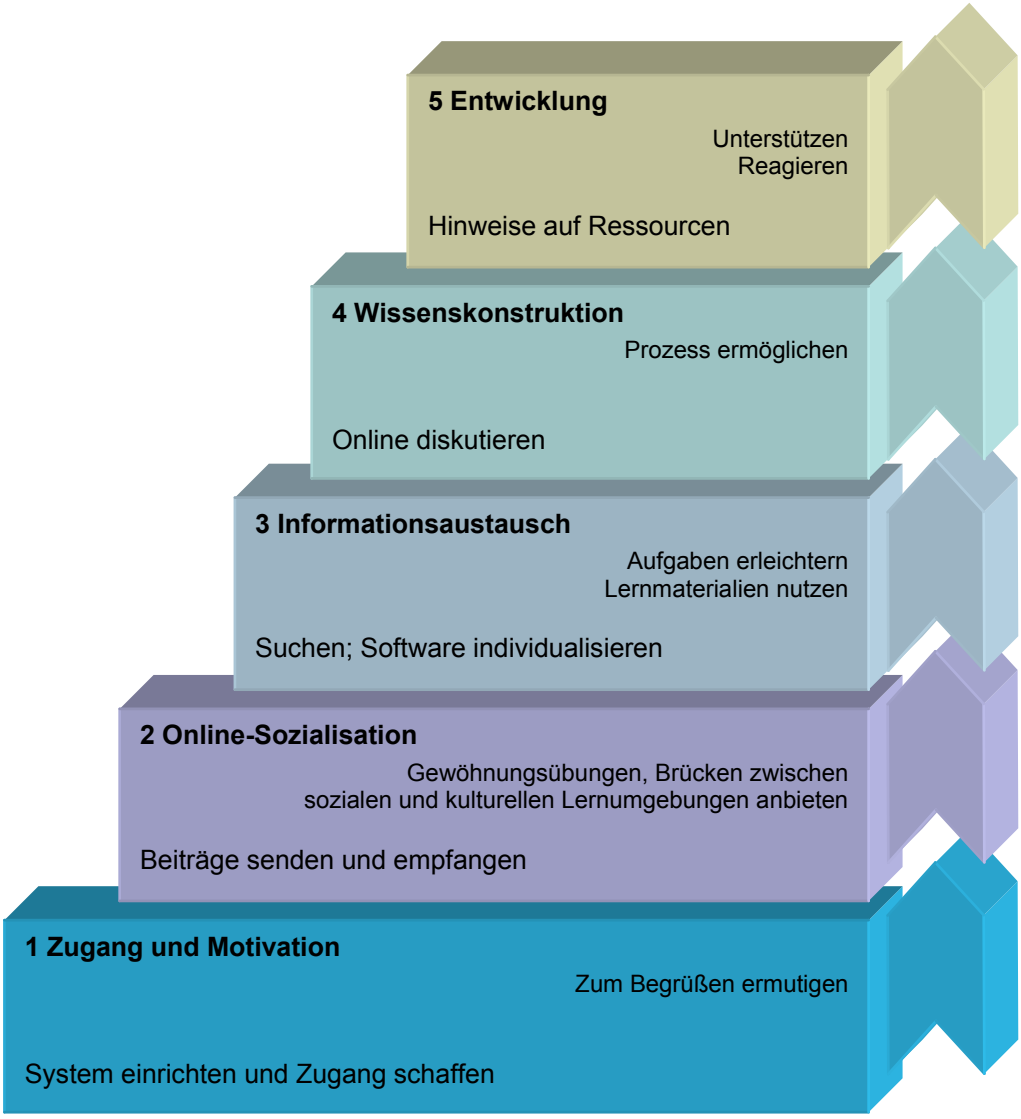
LEBENSWELT MARKETING

**Das Fünf-Stufen-Modell nach Gilly Salmon (2004)**