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Das aktuelle Werbejahr zeigt nach längerer Krise erste "Genesungs-Anzeichen" für den Hörfunk. (1) Sender und Vermarkter müssen sich mit neuen Lösungsansätzen auseinandersetzen. Das Motto lautet : Umdenken (2) Ein wichtiger Trend zeigt sich darin, dass dem Radio zukünftig eine gleichrangige Position mit anderen Werbe-Medien eingeräumt werden soll. (2) , (3)

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