


Fundamentals



 introduction, around 100 words

Affiliate Programs

The aim of this article is to give you an overview of affiliate programmes focused on affiliate marketing with respect to its historical background, different involved parties, its process as well as the three types and most importantly an evaluation.

Stakeholder



Reading this article you will have a first insight into the stakeholder world. First of all, the questions of “What are stakeholders” and “What types of stakeholders are existing” are answered. Furthermore, you learn how important is stakeholder management regarding project management. Last a comparison between stakeholder value and shareholder value is carried out.

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