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GRIN Publishing Nov 2007, 2007. Taschenbuch. Condition: Neu. Neuware - Essay from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B+, Cardiff University (University), 29 entries in the bibliography, language: English, abstract: Just a few years ago Ryanair was a tiny, impoverished Irish airline trying unsuccessfully to compete with Aer Lingus using a handful of elderly turboprop planes. In 2003 its share price is so high the company is worth...

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