

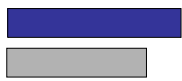
Erfolgreich durch Know-how

Marketing-Tipps zum Anpacken:
Wie Sie am Markt gewinnen

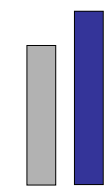
Charts zum Onlinekurs

Tabellen und Diagramme optimieren

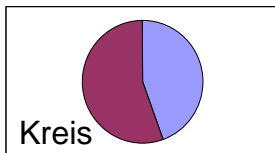
Diagramm-Typ



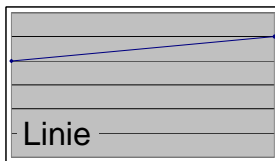
Balken



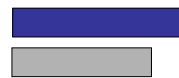
Säulen



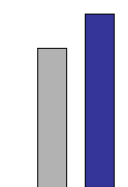
Kreis



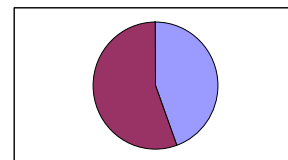
Linie



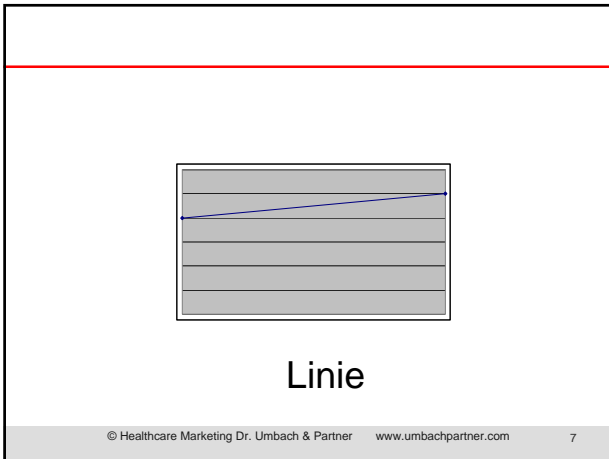
Balken



Säulen



Kreis



- ## Fallbeispiel
- 1
 - 2
 - 3
 - 4
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Studienergebnis

Merkfähigkeit

50% der Patienten: Verbessert
 48% der Patienten: Gleich
 2% der Patienten: Verschlechtert

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Merkfähigkeit

Verbessert	Gleich	Verschlechtert
50%	48%	2%

Spaltenbreite →

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Merkfähigkeit

Verbessert	Gleich	Geringer
50%	48%	2%

Reihenfolge →

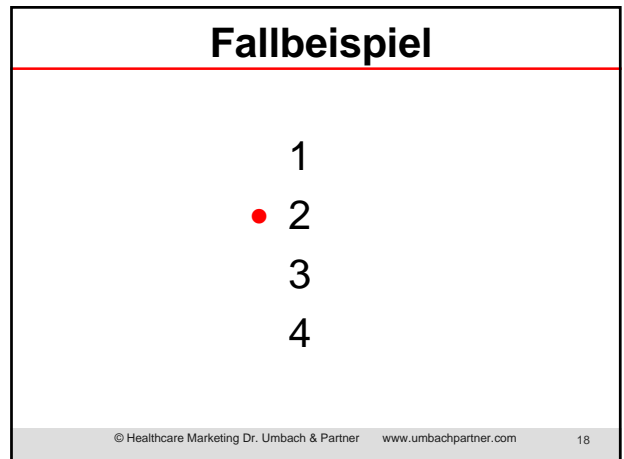
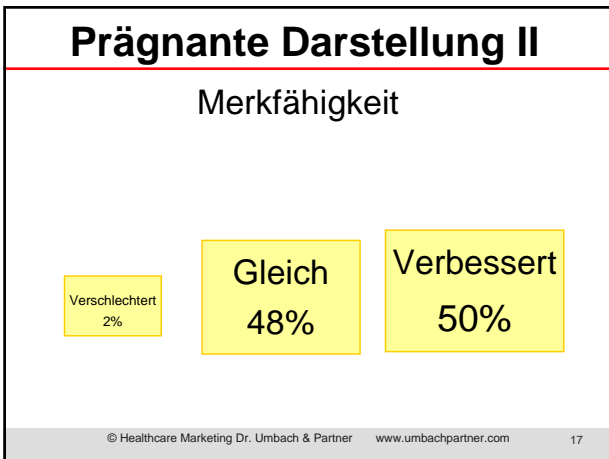
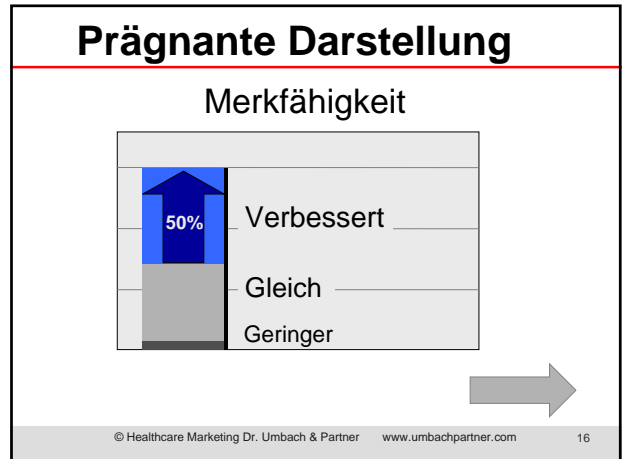
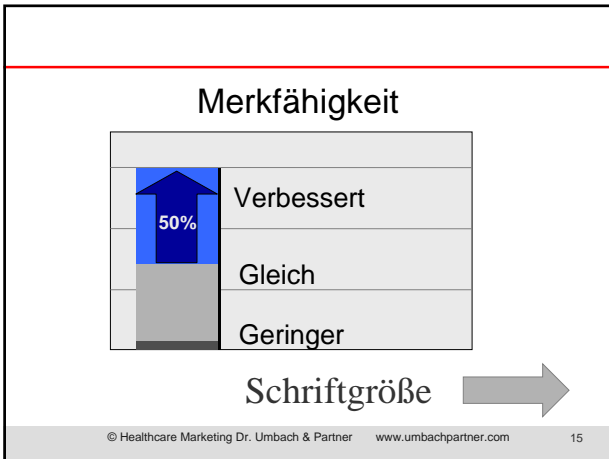
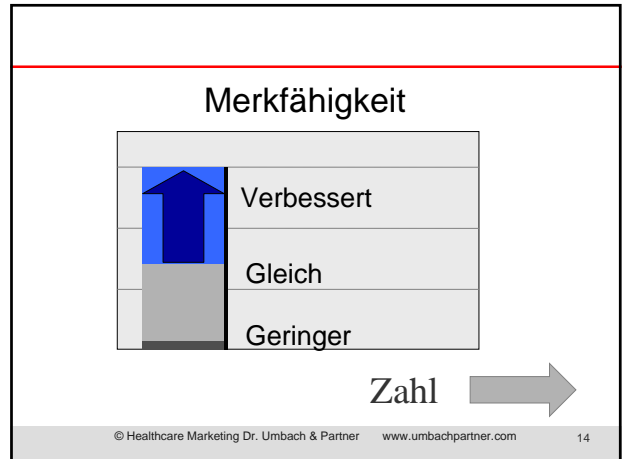
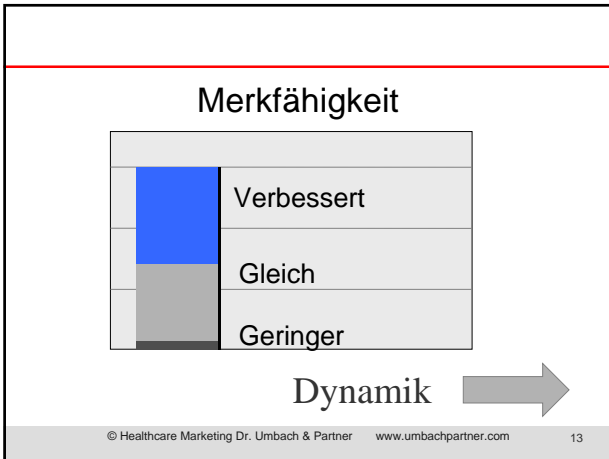
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Merkfähigkeit

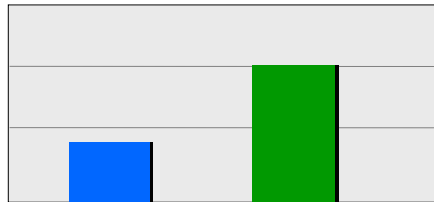
Geringer	Gleich	Verbessert
2%	48%	50%

Art der Darstellung →

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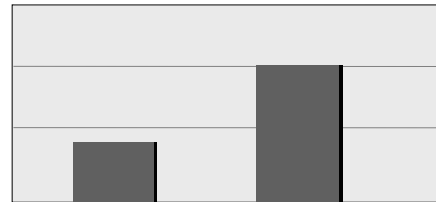


Farb-Diagramm

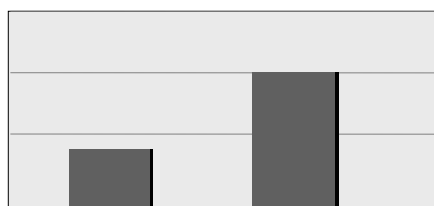


Schwarz-Weiss →

Schwarz-Weiss



Säulen direkt beschriften!



Kontrolle Substantin

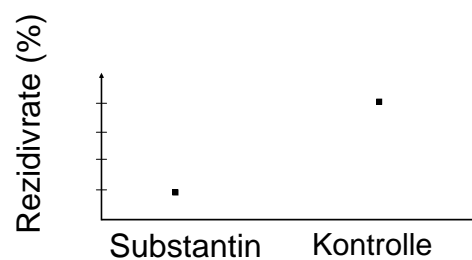
Fallbeispiel

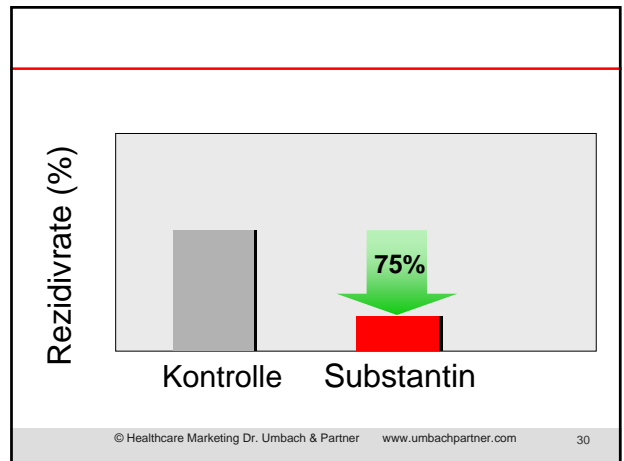
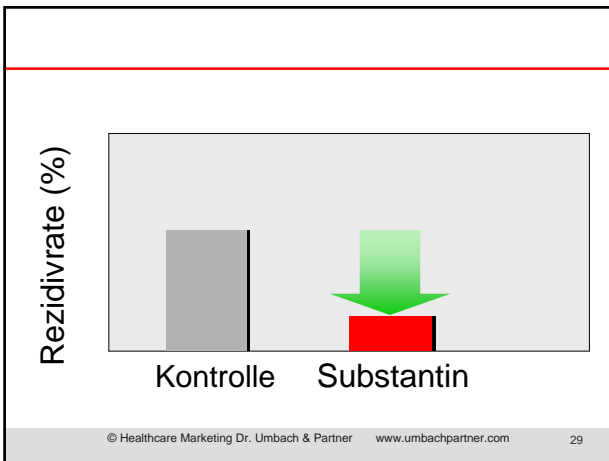
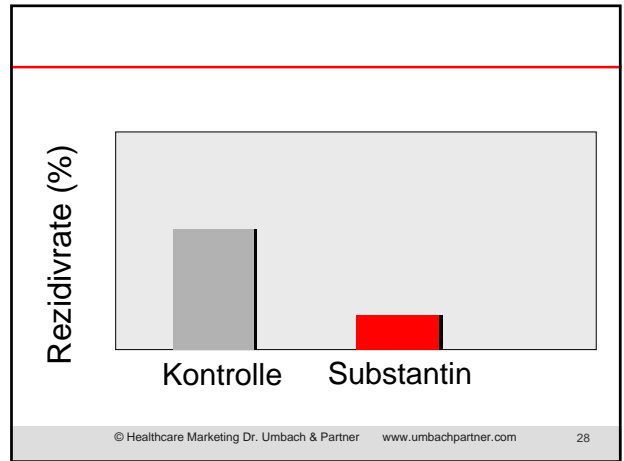
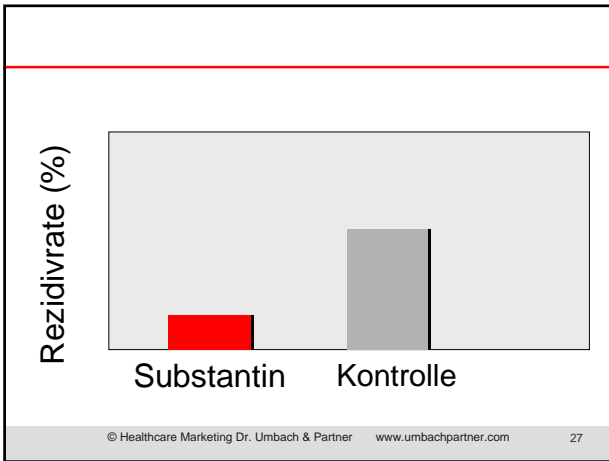
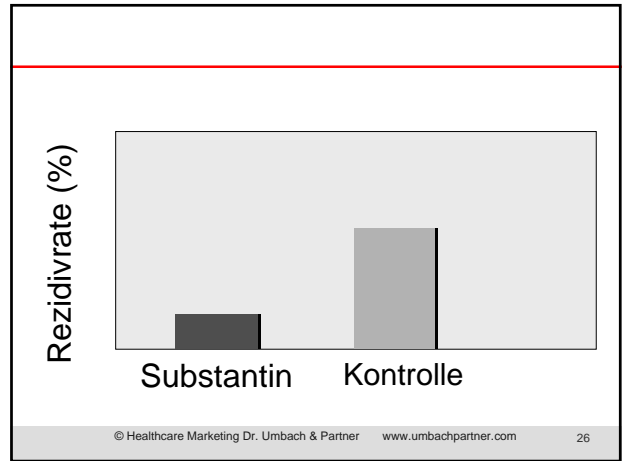
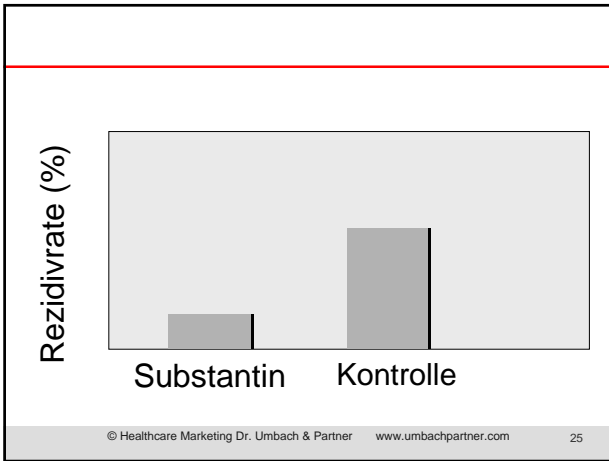
- 1
- 2
- 3
- 4

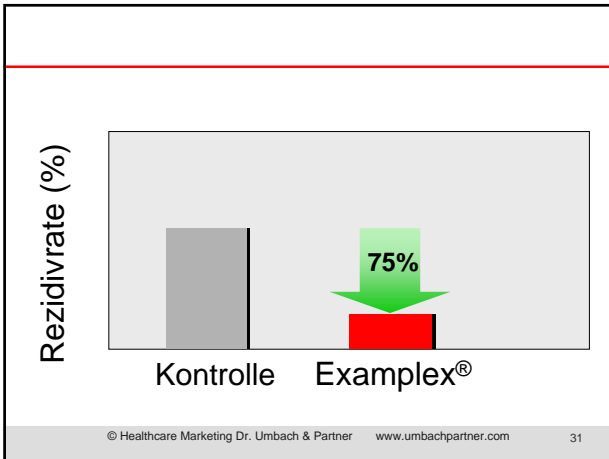
Studienergebnis

Substantin reduziert die Rezidivrate bei Herpes-Infektionen um 75%.

?







Fallbeispiel

- 1
- 2
- 3
- 4

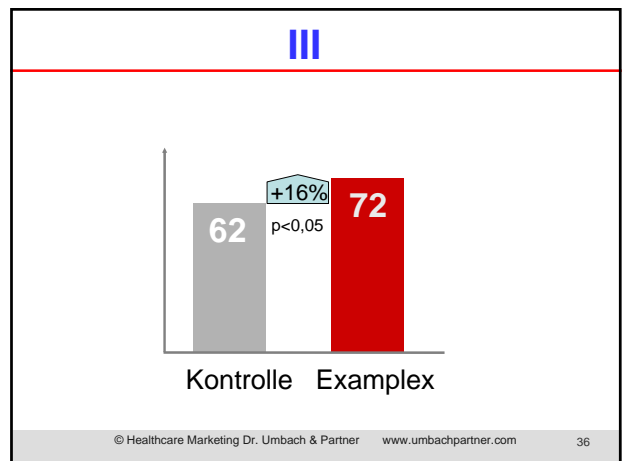
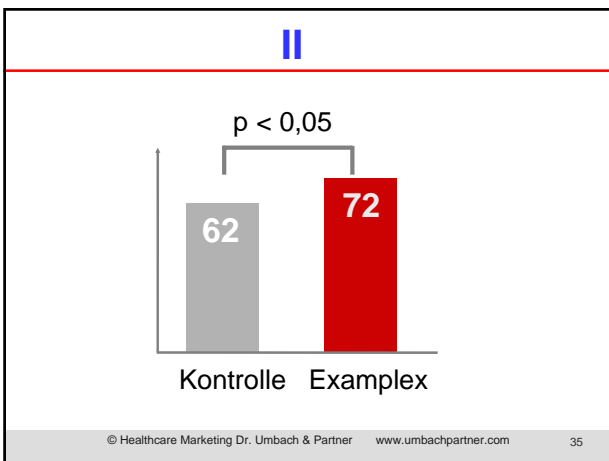
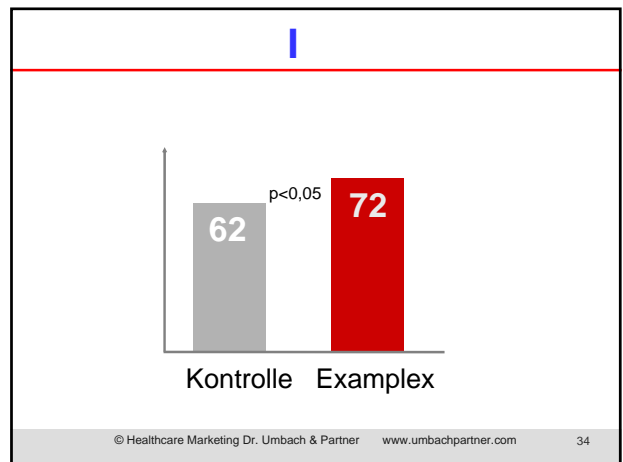
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Studienergebnisse

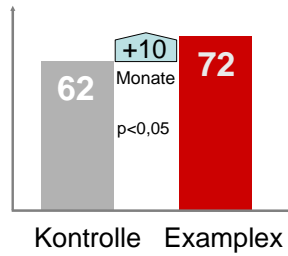
Fokus

- I Kontrolle 62 Monate
Examplex 72 Monate
- II $p < 0,05$
- III 16 % mehr
- IV 10 Monate mehr

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IV



Mehr Tipps

Buch Successfully Marketing Clinical Trial Results

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