



Handels- und Marketing-Experte, Marketing-Sommelier

Dr. Wolfgang Frick

Wolfgang Frick: Online is beatable – The right concept and your store runs. Wolfgang Frick looks back on more than 30 years of retail and marketing experience. His fine rhetoric makes him a much-loved and popular speaker who engages the audience and makes it easy for them to absorb and accept his messages. On stage, Wolfgang Frick combines the charm of a trained Austrian, the precision of a Swiss Army knife and the blunt directness of a German. The ideal “poison mixture” for a strange event. Wolfgang Frick Speaking Topics: Online is beatable: The right concept and the store runs...

Topics

- Big Data / Open Data
- Branding
- Consumption / Trade
- Motivation / Strategy
- Rhetoric / Communication
- Society

Languages

- English
- German

Details & contact information

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