

Order form for Marketing  
ZFP – Journal of Research and Management  
Fax: +49 (0) 89/381 89-297 E-Mail: orders@beck.de

**MARKETING**

## Yes, I would like to order

### a trial issue of Marketing ZFP – Journal of Research and Management

If I don't cancel 4 weeks after receipt of Marketing free issue, I agree to receiving the Marketing ZFP – Journal of Research and Management in regular subscription of € 275,-\* annually plus postage.

An annual subscription to the Marketing ZFP – Journal of Research and Management comprises four issues.

\* Prices incl. VAT. Shipping cost p.a. € 11,- (national)/€ 28,- (international).

The subscription may be cancelled in writing 6 weeks before the end of each year. Further rights of revocation excluded.

In case of a written order or telephone order you are entitled to revoke your order in »text form« (e.g. letter, fax, Email) within two weeks after dispatch of the order and without further statement. Dispatch in due time will suffice for this purpose. The revocation period will not commence till receipt of this instruction. Please address the revocation to the contractor (bookseller, beck-shop.de or C.H.Beck Publishing, Noerdlinger Verlagsauslieferung, Augsburg Str. 67a, 86720 Noerdlingen, Germany). In case of revocation and/or return of the goods the amounts paid will be reimbursed as soon as we have received the returned goods. If you return the goods from within Germany the contractor will bear the costs of the return consignment and the risk of transport. If returning from abroad you will have to bear the costs of return consignment and the risk of transport.

## Marketing-subscriber:

\_\_\_\_\_  
Name/surname

\_\_\_\_\_  
Email

\_\_\_\_\_  
Firm

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Postal address

\_\_\_\_\_  
Postcode/City

\_\_\_\_\_  
Country

**Information on data protection:** Your data will be processed by publishing house C.H.BECK itself and not outside the European Union. Your data will only be used for purposes in context with your order or customer retention and will be stored as long as required by law. You have the permanent right to receive information about the data stored about your person, correction of incorrect data, deletion of your data and restriction of processing. You have the right to informally object at any time to the data processing with effect for the future. You have the right of appeal against the data processing at the supervisory authority responsible for the publishing house C.H.BECK, which is the state office for data protection supervision (Landesamt für Datenschutzaufsicht) in Bavaria. Responsible authority under data protection law: Publishing house C.H.BECK, Wilhelmstr. 9, 80801 Munich; the data protection officer is available at datenschutzbeauftragter@beck.de.

Please order at your bookseller's or at: [www.beck-shop.de](http://www.beck-shop.de)  
Verlag Franz Vahlen GmbH · 80791 MÜNCHEN  
Fax: +49 (0) 89/381 89-750 · E-Mail: orders@beck.de

**Vahlen**