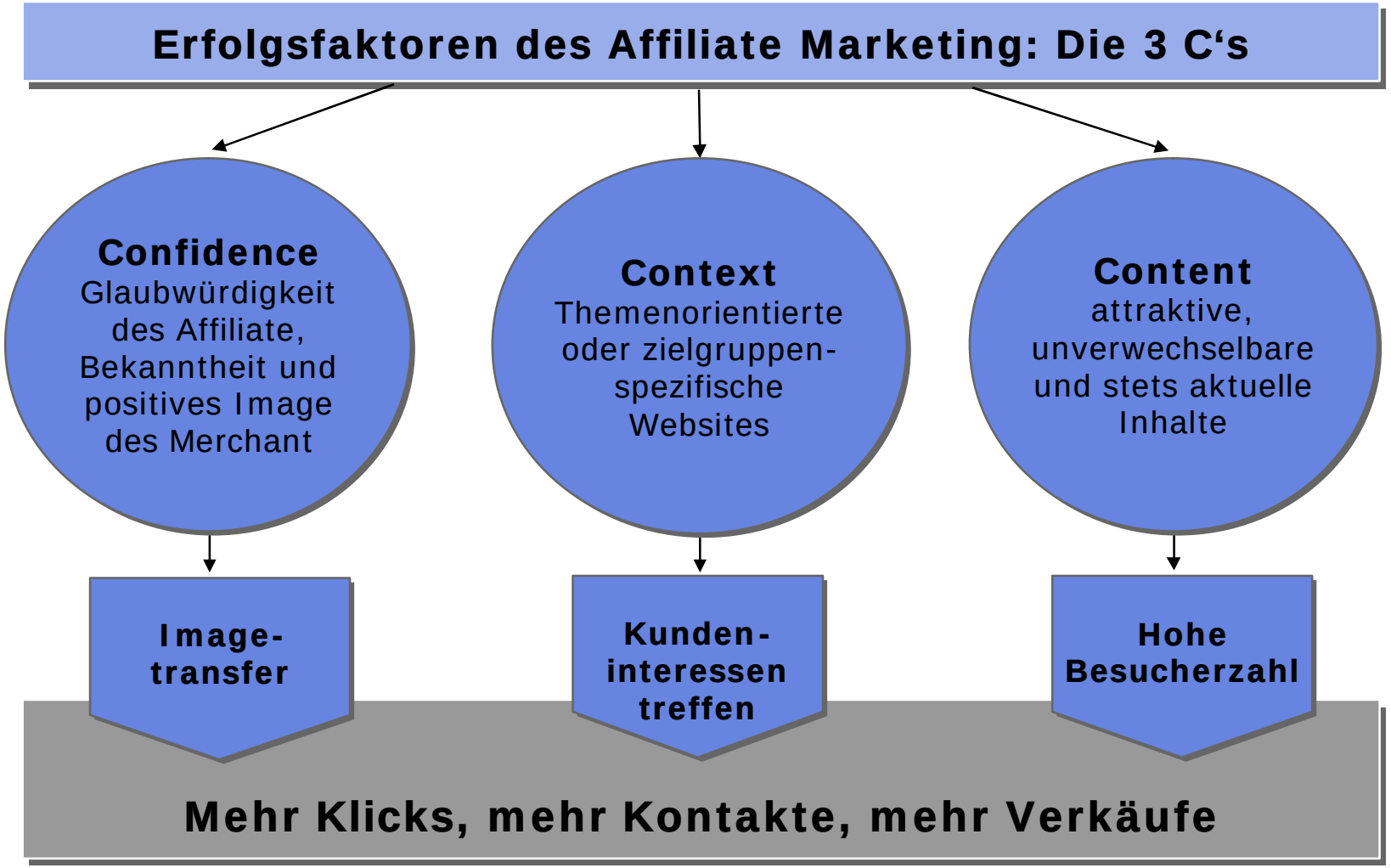Erfolgsfaktoren des Affiliate Marketing - Die 3 C‘s