



Die Macht der Marke: Werbung im sozialen Kontext (German Edition)

Genevieve Mulack

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Studienarbeit aus dem Jahr 2012 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,3, Eberhard-Karls-Universität Tübingen (Institut für Medienwissenschaft), Sprache: Deutsch, Abstract: Aktuell ist die Marke ein richtiger Publikumsmagnet. Von Fernsehdokumentationen, wie Markencheck oder Marktcheck, bis hin zu Zeitschriftenreihen, wie der Impulsserie die Macht der Marke, wird das Thema auf allen Kanälen aufgegriffen. Auch auf wissenschaftlicher Ebene sieht das nicht anders aus. Institute (z.B. imk: Institut für Marken- und Kommunikationsforschung) und Tagungen (z.B. Jubiläumstagung des imk: Marke und Kommunikation: Bleibt alles anders?) beschäftigen sich schon lange mit der Erforschung von Marken. Das zeigen auch zahlreichen Publikationen zu dem Thema: Der Suchbegriff „brand“ erzielt bereits alleine bei der Datenbank Web of Knowledge über 45.000 Treffer. Bei dieser wissenschaftlichen Flut stellt sich die Frage, wie sich die Werbeforschung mit dem Thema Marke auseinander setzt.

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