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ZUR INTERNATIONALEN STANDARDISIERBARKEIT EINER EMOTIONALEN WERBUNG



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GRIN Verlag Aug 2008, 2008. Taschenbuch. Book Condition: Neu. 213x150x3 mm. This item is printed on demand - Print on Demand Neuware - Studienarbeit aus dem Jahr 2006 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2,0, Katholische Universität Eichstätt-Ingolstadt (Lehrstuhl für allgemeine Betriebswirtschaftslehre und Dienstleistungsmanagement), Veranstaltung: Dienstleistungsmanagement , 31 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Untersuchungsziel dieser Arbeit ist festzustellen, inwieweit sich die Verwendung emotionaler Anreize in der Werbung und die Anwendung einer international standardisierten Werbecampagne kombinieren lassen. Die besondere Herausforderung für diese Arbeit besteht darin zu analysieren welchen Effekt eine international standardisierte Werbung in ihrer Konfrontation mit unterschiedlichen Kulturen bewirkt. Wobei sich diese Kulturen dadurch auszeichnen, dass sie sich in ihrer Reaktion auf emotionale Anreize unterscheiden. Folglich ist zu untersuchen anhand welcher Möglichkeiten die Komplexität dieser Situation überwunden werden könnte, um die internationale Standardisierbarkeit einer emotionalen Werbung zu ermöglichen. [...] 44 pp. Deutsch.

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