



Rather Shocking: Marketing mit dem Vorschlaghammer (German Edition)

Harald Reil

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Wer auffallen will, muss sich in Szene setzen. Shockvertising kann das glänzend. Allerdings muss sich diese Art des Marketings auch den Vorwurf gefallen lassen, sehr oft berechtigte sozialkritische Denkanstöße in den Dienst von schnödem Profitstreben zu stellen. Zumindest bei einigen Beobachtern löst diese Vermengung zweier unterschiedlicher Sphären ein ungutes Gefühl aus. Ein weiteres Problem: Gibt es Grenzen für den guten Geschmack? Oder trägt Shock Marketing zur Verrohung unserer Sehgewohnheiten und damit auch zu einer Abstumpfung unseres Empfindens für Anstand und Würde bei?

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