



Internationale Kommunikationspolitik: Corporate Blogs, Community Marketing, Guerilla Marketing und Virales Marketing (German Edition)

Katrin Sturm

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Studienarbeit aus dem Jahr 2010 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1, Fachhochschule Landshut, Sprache: Deutsch, Abstract: Wer kennt das nicht? Man wird zum Beispiel auf dem Nachhauseweg vom Büro durch eine elektronische Leinwand am Bahnhof auf ein bestimmtes Produkt aufmerksam, sucht daraufhin in Blogs und Foren nach weiteren Informationen und Erfahrungsberichten und tauscht sich schließlich mit seiner Familie, seinen Freunden und Kollegen darüber aus.

Nicht nur Unternehmen und Produkte verändern sich, sondern vor allem auch die Konsumentenlandschaft. Der einzelne Kunde steht immer mehr im Mittelpunkt und „[d]ie Machtverhältnisse verschieben sich stetig von den Firmen zu den Kunden.“ Dies wird durch die Marktsättigung vieler Produkte noch verstärkt. Hinzu kommt, dass immer mehr Kommunikationskanäle entstehen und sich infolgedessen auch die Werbung verändert. „Erreichte man in Deutschland im Jahr 1980 mit einem Werbespot noch 4,1 Mio. Über-14-Jährige, so waren es 2006 nur mehr 0,6 Mio.“

Wie man diesen aktuellen Trends am besten gerecht wird und vor allem für das eigene internationale Unternehmen daraus profitablen Nutzen zieht, soll in der folgenden Arbeit anhand der Kommunikationsinstrumente Corporate Blogs, Community Marketing, Guerilla Marketing und Virales Marketing dargestellt werden.

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