



Markenpolitik (Kohlhammer Edition Marketing) (German Edition)

Henrik Sattler, Franziska Völckner

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Marken gehören zu den wichtigsten Vermögensgegenständen eines Unternehmens. Das Management des Vermögensgegenstands Marke ist eine besondere Herausforderung. Das vorliegende Buch stellt die wesentlichen Aspekte einer wertorientierten Markenpolitik handlungsorientiert und in einer klar verständlichen Sprache dar. Besonderer Wert wird auf Praxisrelevanz und eine umfassende Integration neuester Erkenntnisse der Forschung gelegt. Es werden verhaltenswissenschaftliche und quantitative Ansätze integriert und anhand von Fallbeispielen illustriert. Weitere Schwerpunkte bilden rechtliche Grundlagen der Markenführung sowie eine Diskussion der Vorteilhaftigkeit von Markenstrategiealternativen. Auch die dritte Auflage wurde wesentlich überarbeitet und unter anderem um die Themen Markenimage in sozialen Medien, Markenimagemessung durch Advanced Brand Concept Maps und um ein eigenständiges Kapitel zur Gestaltung von Marken im Handel erweitert.



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