

Christoph Burmann
Tilo Halaszovich · Michael Schade
Kristina Klein · Rico Piehler

Identitätsbasierte Markenführung

Grundlagen – Strategie –
Umsetzung – Controlling

4. Auflage

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Julia Sinnig



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H2H Marketing Philip Kotler, Waldemar Pfoertsch, Uwe Sponholz, 2020-12-12 In H2H Marketing the authors focus on redefining the role of marketing by reorienting the mindset of decision makers and integrating the concepts of Design Thinking Service Dominant Logic and Digitalization It is not just technological advances that have made it necessary to revisit the way everybody thinks about marketing customers and marketers as human decision makers are changing too Therefore having the right mindset the right management approach and highly dynamic implementation processes is key to creating innovative and meaningful value propositions for all stakeholders This book is essential reading for the following groups Executives who want to bring new meaning to their lives and organizations Managers who need inspirations and evidence for their daily work in order to handle the change management needed in response to the driving forces of technology society and ecology Professors trainers and coaches who want to apply the latest marketing principles Students and trainees who want to prepare for the future Customers of any kind who need to distinguish between leading companies Employees of suppliers and partners who want to help their firms stand out The authors review the status quo of marketing and outline its evolution to the new H2H Marketing In turn they demonstrate the new marketing paradigm with the H2H Marketing Model which incorporates Design Thinking Service Dominant Logic and the latest innovations in Digitalization With the new H2H Mindset Trust and Brand Management and the evolution of the operative Marketing Mix to the updated dynamic and iterative H2H Process they offer a way for marketing to find meaning in a troubled world **The Role of Origin of Fame**

in Influencer Branding Julia Sinnig, 2019-08-20 Based on a comprehensive quantitative study Julia Sinnig shows that the impact social media influencers have on brand related outcomes depends on the identification of consumers with social media influencers Additionally the cultural characteristics of countries in which consumers live play a significant role as to how consumers identification with social media influencers impacts their purchase intentions for brands that are advertised by these influencers Through these conceptually and empirically profound analyses the author detects interesting implications for the management of brands in the context of social media and brand management Especially when it comes to choosing the most suitable social media influencer for brand cooperations it is not the origin of fame that counts but whether customers identify with the influencer in the right way German-Language Children's and Youth Literature In The Media

Network 1900-1945. Petra Josting, Marlene Antonia Illies, Matthias Preis, Annemarie Weber, 2023-11-16 With the research of German language children's and youth literature and its media associations in the period from 1900 to 1945 as well as the recording of all data in an online portal for research and visual analysis an innovative contribution to the historiography of children's and youth literature is available The introduction provides information on the criteria for inclusion central sources theoretical frameworks and the spectrum of the media associations investigated Part I assembles three overview articles on the media of radio film and theater for children and young people as well as a contribution on the conception and

development of the online portal In the second part 18 selected media alliances are presented sorted into the categories pioneers conquer the new media stage children migrate to radio and or film fairy tales in film and radio classics in all media school stories in the theater book and on the screen crime and scandal on the screen political conquers book and film

Identitätsbasierte Markenführung Christoph Burmann,Tilo Halaszovich,Michael Schade,Rico Piehler,2018-03-07

Dieses Lehrbuch liefert einen theoretisch fundierten und gut verständlichen Überblick über die identitätsbasierte Markenführung. Dabei stehen die Gestaltung der Markenidentität als interne Seite einer Marke und das hieraus extern resultierende Markenimage bei den Nachfragern im Mittelpunkt. An zahlreichen Stellen werden die Ausführungen durch anschauliche Praxisbeispiele illustriert, die die hohe Relevanz der identitätsbasierten Markenführung für die Praxis belegen. In der 3. Auflage wurde dieser Ansatz in erheblichem Maße weiterentwickelt. Neben den neuen Herausforderungen an die Markenführung wurde ein Vergleich mit internationalen Markenführungsansätzen aufgenommen, der Managementprozess der identitätsbasierten Markenführung bearbeitet, zahlreiche Anpassungen im strategischen Markenmanagement vorgenommen sowie aufgrund der rasanten technologischen Entwicklung das Markenmanagement im digitalen Kontext sowie vor allem in sozialen Medien komplett bearbeitet und stark erweitert. Zudem wurden viele neue Praxisbeispiele aufgenommen. Der Inhalt: Grundlagen der identitätsbasierten Markenführung, Strategisches Markenmanagement, Operatives Markenmanagement, Identitätsbasiertes Markencontrolling, Identitätsbasierter Markenschutz, Internationale identitätsbasierte Markenführung.

Marketing humanístico Philip Kotler,Waldemar Pfoertsch,Uwe Sponholz,2024-03-22 El mundo como en toda poca de crisis oportunidad y cambio se est redefiniendo en varias de sus dimensiones El Marketing que atraviesa nuestras vidas no puede ser la excepción y celebramos la enorme ganancia de la perspectiva humana a la que nos desafía este libro que no solo presenta una honesta teoría sino que nos llama a la acción El Profesor Reynaldo Rivera en el prólogo a la edición en español destaca Como toda generación de una nueva perspectiva o mentalidad H2H MARKETING comienza con la presentación del problema que desafía la creatividad describe sus principales personajes y el contexto en el que se desenvuelven Poco a poco se desvelan los actores principales el diseño el servicio y la digitalización que despliegan su influencia acción comunicativa y por lo tanto transformativa en tres niveles el estratégico Mentalidad H2H el gerencial Gestión H2H y el procesual u operativo Proceso H2H Estas tres capas dan al Marketing la estructura necesaria para articular los principales factores del cambio que tienen como objetivo no solo el triple impacto de las organizaciones con propósito financiero medioambiental y social sino también diseñar utilizando un Canvas humanístico y actuar relaciones a través de dígitos digitalizados de cocreación que permitan dar sentido a un mundo sumamente complejo Wie werde ich eine DIVA? Verena König,2014-01-10 Verena König leitet aus der DIVA erstmals die Marketingprinzipien zur strategischen und operativen Führung einer Modemarke ab: die Positionierung, das Produktmanagement, das Preismanagement, den Online und Offline Vertrieb bzw. die Verkaufsförderung, die Kommunikation, Werbung, PR, Event Management, Social Media und das Controlling. Sie illustriert, was die Identität von

international erfolgreichen Modemarken charakterisiert und wie diese mit Hilfe der DIVA Methode gef hrt werden k nnen Zur Unterst tzung gibt sie zahlreiche Tipps wie man eine luxuri se Modemarke aufbauen kann Zur Veranschaulichung tragen ein Fallbeispiel der franz sischen Traditionsmarke Louis Vuitton und Interviews mit Herm s ACHTLAND Michalsky u a m bei Deutschlands erfolgreichste Jungdesigner erkl ren was sie pr gt Die Anleitung zur Selbstanalyse Wie finde ich die DIVA in mir rundet das Buch ab **Das 1x1 der Unternehmenskommunikation** Mirco Hillmann, 2025-09-26 Dieses

Praxishandbuch zeigt wie Organisationen durch eine zielgruppenspezifische Kommunikation ihre internen und externen Stakeholder nachhaltig berzeugen Im Fokus steht der Aufbau einer positiven Reputation die sich auch in Krisensituationen bew hrt Der Autor erl utert anhand zahlreicher Praxisbeispiele aus Mittelstands und DAX Unternehmen Beh rden und Vereinen wie ein professionelles Kommunikationsmanagement funktioniert Die dritte vollst ndig bearbeitete Auflage behandelt alle wesentlichen Bereiche einer modernen Unternehmenskommunikation Interne und externe Kommunikation Social Media Storytelling Corporate Influencer Finanz Nachhaltigkeits Marken und Krisenkommunikation Kommunikations Controlling Generative KI als verbindendes Element moderner Kommunikationsarbeit Des Weiteren beleuchtet Investigativjournalistin Melanie Bergermann WirtschaftsWoche die Beziehung zwischen Pressesprecher und Journalist dazu blickt Trendforscher Nils M ller TrendOne in die Zukunft der Unternehmenskommunikation Ein Leitfaden f r alle die in der Kommunikation nicht nur senden sondern auch ankommen wollen mit Substanz Klarheit und einem kleinen Augenzwinkern DIE ZEIT Verst ndlich geschrieben klar strukturiert und mit hohem Praxisbezug Die dritte Auflage des Fachbuchs von Mirco Hillmann berzeugt auf ganzer Linie Ein fundiertes Werk f r Praktiker vom Berufseinsteiger bis zum erfahrenen

Kommunikationsverantwortlichen PR Journal **Brand Leadership im Tourismus** Marco A. Gardini, 2025-03-31 Dieses Buch besch ftigt sich mit der Frage was starke Tourismusmarken auszeichnet und wie man erfolgreiche Marken im Tourismus aufbaut Mit welchen Strategien Techniken und Aktivit ten erarbeitet man sich einzigartige Profilierungs und Markenleistungen als Brand Leader in seinem Wettbewerbssegment Wie etabliert man eine Vertrauensbasis zum Kunden und baut sich dadurch langfristige loyale und damit profitable Kundenbeziehungen auf Wie schafft man es mit der gew hlten Markenstrategie und den entwickelten Marken f r die anvisierte Zielgruppe in der jeweiligen Tourismusbranche relevant zu sein bzw zu bleiben Renommierter Autoren aus Wissenschaft und Unternehmenspraxis behandeln diese und zahlreiche weitere Fragen in ihren unterschiedlichen Dimensionen und arbeiten theoretisch fundiert und praxisrelevant die Besonderheiten einer professionellen Markenf hrung im Tourismus auf Das Spektrum der Beitr ge reicht von theoretischen Grundlagen Einzelinstrumenten und Methoden der Markenf hrung Fallstudien und Umsetzungserfahrungen bis zu Interviews mit Top F hrungskr ften aus der Tourismusindustrie Dieser Sammelband richtet sich in erster Linie an Managementpraktiker und soll den Leser zum Nachdenken Weitermachen und Weiterentwickeln inspirieren Das Buch eignet sich aber auch als auch als Grundlage f r Vorlesungen zum Tourismusmarketing sowie als Quelle zur Anregung weiterer Forschung im Bereich

des Markenmanagement im Tourismus Entrepreneurial Marketing Jörg Freiling, Tobias Kollmann, 2015-04-30 Entrepreneurial Marketing pr sentiert die speziellen M glichkeiten und Anforderungen f r Gr nder Gr ndungsinteressierte und Studierende an eine marktorientierte Unternehmensf hrung und vermittelt auf diese Zielgruppe zugeschnittene Empfehlungen Renommierter Pers nlichkeiten an der Schnittstelle von Marketing Innovationsmanagement und Entrepreneurship entwickeln spezifische Ans tze des Gr ndungsmarketings und bauen damit ein erstes Rahmenger st f r ein Entrepreneurial Marketing auf Neu in der 2 Auflage Alle Beitr ge wurden grundlegend bearbeitet und um aktuelle Entwicklungen erweitert Neu hinzugekommen sind Aus f hrungen zu Gesch ftsmodellen dem zu w hlenden Gesch ftstyp und zum Opportunity Konzept Ein ganz neuer Teil des Buches widmet sich den Marketing Assets der Bedeutung von Marken der Kategorie soziales Kapital und einer gr ndungsgerechten Market Intelligence L sung *Authentische Markenkommunikation von umweltschutzbezogenen CSR-Aktivitäten durch Transparenz anhand von zweiseitigen Botschaften* Jonas Müller, 2024-11-16 Viele Marken legen haupts chlich positive Informationen ber umweltschutzbezogene CSR Aktivit ten offen Diese einseitigen Botschaften k nnen das Markenvertrauen bei nicht eingehaltenen Versprechen negativ beeinflussen Die authentische Markenkommunikation ist eine M glichkeit um Vertrauen zu f rdern Ein Ansatz zur Steigerung der Authentizit t k nnte transparente Kommunikation sein Markenmanager stehen dabei vor der Frage ob sie auch bez glich negativer Aspekte transparent sein sollten zweiseitige Botschaften Die Wirkung von zweiseitigen Botschaften auf wichtige Zielgr en kann mit der existierenden Literatur nicht erkl rt werden Jonas M ller widmet sich in dem vorliegenden Buch diesem Defizit und untersucht empirisch die Wirkung von zweiseitigen Botschaften zu umweltschutzbezogenen CSR Aktivit ten auf die Markenauthentizit t und Kaufintention Hierzu f hrt er insgesamt vier empirische Hauptstudien in zwei L ndern durch Aus den empirischen Erkenntnissen ergeben sich vielseitige Handlungsempfehlungen f r die Praxis *Forum Markenforschung 2023* Holger. J Schmidt, Carsten Baumgarth, Jörn Redler, 2024-12-30 Dieser Sammelband pr sentiert zentrale Forschungsbeitr ge der Konferenz DERMARKENTAG 2023 Die alle zwei Jahre stattfindende Tagung f hrt Markenforscher und Markenpraktiker zusammen und greift jeweils aktuelle Impulse Diskussionen und Forschungserkenntnisse zur Zukunft der Markenforschung auf **Identitätsbasierte Markenführung** Christoph Burmann, Tilo Halaszovich, Frank Hemmann, 2012-10-13 Marken sind f r den Erfolg von Unternehmen von gr ter Relevanz Weil ihre Bedeutung stetig zugenommen hat gibt es heute eine F lle an Publikationen ber Marken und deren richtige F hrung Das Konzept der identit tsbasierten Markenf hrung hat sich dabei als das leistungsf higeste Managementmodell erwiesen Burmann Halaszovich Hemmann liefern einen kompakten und gut verst ndlichen berblick ber die identit tsbasierte Markenf hrung Dabei stehen die Gestaltung der Markenidentit t als interne Seite einer Marke und das hieraus extern resultierende Markenimage bei den Nachfragern im Mittelpunkt Die praktische Anwendbarkeit der identit tsbasierten Markenf hrung wird anhand zahlreicher anschaulicher Praxisbeispiele belegt

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