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CEO-Reputation für KMU

Mit fünf Erfolgsfaktoren den
Unternehmenswert steigern



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Kmu Pr Sentation Kommunikation Reputation Internetauftritt

Sebastian Petrov



Kmu Pr Sentation Kommunikation Reputation Internetauftritt:

KMU: So nutzen Sie das Internet Heini Heini Lüthy, 2015 Quick Guide Online-Reputation für KMU Sebastian Petrov, 2022-08-12 Dieses Buch gibt einen kompakten Einblick in die Grundlagen des Online-Reputationsmanagements und zeigt auf warum es für jedes Unternehmen unabhängig von der Größe unverzichtbar ist sich aktiv um seinen guten Ruf zu kümmern Denn neben physischen Gütern prägen heute auch die immateriellen Werte das Image eines Unternehmens ganz entscheidend Angriffe auf das Image drohen von allen Seiten durch falsche Berichte Cyberangriffe Shitstorms oder Fake News Sie können aber auch selbstverschuldet sein wenn ein Unternehmen zum Beispiel schlechte Qualität oder einen miserablen Kundenservice bietet Der beste Zeitpunkt sich um die eigene Reputation zu kümmern ist dann wenn sie noch keinen Schaden erlitten hat Dabei hilft dieser Quick Guide Aber auch diejenigen die sich schon im akuten Krisenmanagement befinden werden durch dieses Buch wertvolle Impulse bekommen um ihre Reputation wiederherzustellen **Corporate Reputation Management durch Corporate Communications** Ralph Seemann, 2008 Pages 1 to 25 Pages 26 to 50 Pages 51 to 75 Pages 76 to 100 Pages 101 to 125 Pages 126 to 150 Pages 151 to 175 Pages 176 to 200 Pages 201 to 225 Pages 226 to 250 Pages 251 to 275 Pages 276 to 300 Pages 301 to 325 Pages 326 to 349 **PR und KMU - Social Media als Public Relations-Instrument für Kleine und Mittelständische Unternehmen in Österreich unter besonderer Berücksichtigung der Kleinstunternehmen** Bernhard Schöps, 2012-01-16 Diplomarbeit aus dem Jahr 2011 im Fachbereich Medien Kommunikation Public Relations Werbung Marketing Social Media Note 2 Universität Salzburg Kultur und Gesellschaftswissenschaftliche Fakultät Sprache Deutsch Abstract Ziel der Arbeit Public Relations und KMU Social Media als Public Relations Instrument für Kleine und Mittelständische Unternehmen in Österreich unter besonderer Berücksichtigung der Kleinstunternehmen ist die Konzeption einer Social Media Strategie für ein Kleinstunternehmen Dies wurde einerseits durch die Zusammenführung der theoretischen Ergebnisse aus der Literaturanalyse über die Bereiche der Public Relations und der Social Media und andererseits durch die empirischen Erkenntnisse aus den für diese Arbeit geführten qualitativen Befragungen in Form von Experteninterviews erreicht Zentrale Forschungsfrage dieser Arbeit Wie muss ein gutes im täglichen Geschäftsleben praktikables und vor allem kostengünstig umsetzbares Social Media Konzept im Bereich der Public Relations für ein Kleinstunternehmen aussehen Hypothesen die im Zusammenhang mit dieser Arbeit aufgestellt wurden waren 1 dass Kleinstunternehmen keine Public Relations im klassischen Sinn betreiben und 2 dass je kleiner und damit vermutlich finanziell schwächer ein Unternehmen ist desto eher wird Social Media als Public Relations Instrument eingesetzt Hypothese 1 konnte so nicht bestätigt werden und musste um für den Zusammenhang Public Relations Social Media Kleinstunternehmen und die Erkenntnisse aus dieser Arbeit betreffend Gültigkeit zu haben folgendermaßen ergänzt werden Kleinstunternehmen betreiben keine strategisch geplanten nachhaltigen und organisationsorientierten Public Relations Hypothese 2 betreffend auch diese konnte so nicht bestehen und musste ebenfalls den Erkenntnissen aus dieser

Arbeit angepasst werden und lautet nun folgendermaßen: Je kleiner und damit vermutlich finanziell schwächer ein Unternehmen ist, desto eher wird Social Media als Instrument der Unternehmenskommunikation eingesetzt. Resultiert aus dieser schriftlichen Abschlussarbeit: Benötigt jedes Unternehmen eine Social Media Strategie? Ja, wenn diese Maßnahmen strategisch gefordert sind und in die schon vorhandene Unternehmenskommunikation integriert werden. Und b) wenn das Unternehmen genügend Material zur Verfügung hat, dass es seinen schon vorhandenen oder potentiellen Zielgruppen einen interessanten Social Media Auftritt garantieren kann, der durch dessen bildlichen oder literarischen Inhalt nicht ein negatives Image für das Unternehmen produziert.

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