

Forum Marketing

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RESEARCH

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Die haptische Gestaltung von Direct Mailings

Dargestellt am Beispiel
der Papierbeschaffenheit
von Anschreiben und Kuvert



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Haptische Gestaltung Direct Mailings Papierbeschaffenheit

Andrea Barkhof



Haptische Gestaltung Direct Mailings Papierbeschaffenheit:

Die haptische Gestaltung von Direct Mailings Andrea Barkhof, 2015-11-24 Andrea Barkhof untersucht anhand von fünf empirischen Studien die vom Papier ausgehende Einstellung und verhaltensbezogene Wirkung beim Direct Mail Einsatz in Abhängigkeit der Papiereigenschaften Papierflächengewicht und Oberfläche. Dabei werden die in diesem Zusammenhang wesentlichen Kommunikationsstufen Selektionsentscheidungen am Briefkasten die Auseinandersetzung mit dem Mailinginhalt Einstellung gegenüber dem Kommunikationsmittel und Sender Lesedauer und Verständnis sowie das Responseverhalten berücksichtigt. Auf Basis dieser empirischen Ergebnisse leitet die Autorin Implikationen für die Papierauswahl in der Unternehmenspraxis ab.

Fuel your quest for knowledge with Learn from is thought-provoking masterpiece, **Haptische Gestaltung Direct Mailings Papierbeschaffenheit** . This educational ebook, conveniently sized in PDF (PDF Size: *), is a gateway to personal growth and intellectual stimulation. Immerse yourself in the enriching content curated to cater to every eager mind. Download now and embark on a learning journey that promises to expand your horizons. .

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