

Nike In The Us

Simon Chadwick, Dave Arthur, John Beech

Nike In The Us:

Semantische Frames in interkultureller Markenkommunikation Lisa Hackinger, 2024-04-30 Unter Anwendung der Frame Theorie wird in diesem Buch die Rolle von nicht verbalisiertem Vorwissen in der interkulturellen Markenkommunikation untersucht Eine starke Marke ist ein sowohl komplexes als auch fiktionales Konstrukt das sich neben verschiedenen Oberfl chenmerkmalen auch aus Assoziationen Empfindungen und Hintergrundwissen zur Marke zusammensetzt Mit einer kognitiv linguistischen Vorgehensweise wird anhand von vier Fallbeispielen analysiert welche unterschiedlichen Kommunikationsstrategien etablierte Unternehmen zur interkulturellen Positionierung von Marken nutzen und inwieweit diese sich in der Wahrnehmung der Rezipienten widerspiegeln Dabei wird von einem holistischen Denkansatz ausgegangen bei dem Sprachwissen und Weltwissen eine untrennbare Einheit darstellen und der Fokus liegt darauf zu verstehen wie abstraktes und k nstlich erzeugtes Wissen um eine Marke kommunikativ etabliert werden kann und welche Rolle die landeskulturelle Bedingtheit hierbei spielt Social Media als Instrument der Kundenkommunikation Anja Corduan, 2018-05-16 Anja Corduan untersucht inwieweit die in der Wissenschaft argumentierten Kommunikationsans tze fr Social Media pauschale G ltigkeit beanspruchen k nnen und ob diese kulturellen Besonderheiten unterworfen sind In der vergleichenden Studie werden die USA Deutschland und China analysiert die in den Variablen Internetpenetration und Bandbreiten hnliche Werte aufweisen jedoch kulturell sehr unterschiedlich sind Anhand von zehn Fallstudien internationaler Gro unternehmen wie adidas oder Samsung wird die Kommunikation der Firmen auf Weibo und Facebook im Detail untersucht Schlie lich werden konkrete und praxisrelevante Handlungsempfehlungen abgeleitet International Cases in the Business of Sport Simon Chadwick, Dave Arthur, John Beech, 2017-02-28 Contemporary sport is big business Major teams leagues franchises merchandisers and retailers are in fierce competition in a dynamic global marketplace Now in a fully revised and updated second edition International Cases in the Business of Sport presents an unparalleled range of cutting edge case studies that show how contemporary sport business is done and provides insight into commercial management practice Written by a team of international experts these case studies cover organisations and events as diverse as the NBA the Americas Cup the Tour de France the PGA tour FC Barcelona and the Australian Open tennis They explore key contemporary themes in sport business and management such as broadcast rights social media strategic development ownership models mega events sports retailing globalisation corruption and financial problems Each case study also includes discussion questions recommended reading and links to useful web resources International Cases in the Business of Sport is an essential companion to any sport business or sport management course and fascinating reading for any sport business professional looking to deepen their understanding of contemporary management **F&S Index United States Annual** .1999 U.S. News & World Report, 1997 LexisNexis Corporate Affiliations, 2007 The Journal of Hellenic Studies, 1886 Vols 1 8 1880 87 plates published separately and numbered I LXXXIII American Aviation ,1953 Issues

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