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Victor M. Corman



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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 Oberflächenmerkmalen 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

International Football Kits (True Colours) John Devlin, 2018-05-17 International Football Kits True Colours charts the evolving football strip design of the world s leading national football teams from 1966 to the present day Guaranteed to bring back memories of your favourite team s kits and help you discover new ones this ground breaking book features strips that made it to the greatest stage in football the FIFA World Cup as well as rare designs that were never worn John Devlin the authority on football kits analyses and evaluates the home away and third kit designs of the top football playing nations detailing when the strip was worn who wore it and the important matches in which it featured This carefully curated collection features more than 1 300 never before published artworks and describes the changing styles varied manufacturers and remarkable controversies of international football fashion over the last 50 years

Social Media als Instrument der Kundenkommunikation Anja Corduan, 2018-05-16 Anja Corduan untersucht inwieweit die in der Wissenschaft argumentierten Kommunikationsans tze f r 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

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