



Ralf T. Kreuzer | Wolfgang Merkle

Die neue Macht des Marketing

Wie Sie Ihr Unternehmen
mit Emotion, Innovation
und Präzision profilieren



Die Neue Macht Des Marketing by Wolfgang Merkle

Wolfgang Merkle

advertising and marketing steht unter Druck. Denn angesichts der rasanten Veränderungen von Märkten, Kundenverhalten und Wettbewerbern versagen die klassischen Strategien und Werkzeuge des advertising zusehends. Nur wer die drei Erfolgsfaktoren Emotion, Innovation und Präzision systematisch in seine tägliche Arbeit am Kunden integriert, wird langfristig erfolgreich sein. Die neue Macht des Marketing" liefert mit Praxisbeiträgen aus unterschiedlichen Branchen einen fundierten Überblick über zu erwartende Entwicklungen und mögliche Lösungsansätze. Zugleich erhält der Leser konkrete Umsetzungshilfen für die Entwicklung eigener Strategien. Die neue Macht des advertising and marketing belegt eindrucksvoll und voller Inspirationen für die Praxis, wie mit Emotion, Innovation und Präzision neue Spitzenleistungen für den Erfolg in umkämpften Märkten beflügelt werden können: Ein leidenschaftliches Plädoyer mit hohem Mehrwert!" Ralf Putmann, Vorstand Kaufhof Warenhaus AG, Köln Der von Kreuzer/Merkle konzipierte Reader verknüpft das Spannungsfeld Emotion Innovation Präzision gelungen und besetzt die Themenfelder mit einschlagigen Experten. Prädikat: sehr empfehlenswert! Prof. Dr. Tobias Engelsleben, Professor für Marketing, Dekan des Fachbereichs Wirtschaft & Medien, Europa Fachhochschule Fresenius, Köln Der vorliegende Herausgeberband bietet einen hervorragenden Einblick in die neuen Erfolgsfaktoren im Marketing. Für die erforderliche Neuorientierung des advertising and marketing leistet dieses Buch einen erheblichen, Die Neue Macht Des Marketing stets an den Ansprüchen der Praxis konsequent ausgerichteten Beitrag. Univ.-Prof. Dr. Wolfgang Fritz, Lehrstuhl für Marketing, Technische Universität Braunschweig, Honorarprofessor an der Universität Wien advertising and marketing muss immer wieder beweisen, dass es seinen Anspruch auf die marktorientierte Unternehmensführung zu Recht erhebt. Das vorliegende Werk liefert dafür spannende Impulse. Wer die praktischen Anregungen aufgreift, kann einen entscheidenden Wettbewerbsvorsprung erzielen." Hans-Otto Schrader, leader government Officer, Otto staff Hamburg"

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