Werbepsychologie In Der Wirtschaft: Verf¼hrung, Forschung Und Anwendungsm¶glichkeiten - Lindsay Schindler

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Ein jeder kennt das: man wollte doch nur schnell die Tageszeitung und Toilettenpapier kaufen aber an der Kasse hat sich zudem noch auf wundersame Weise eine eiskalte Cola, die neue Zahnpasta aus der Werbung und eine Tafel Milka Schokolade in den Einkaufskorb geschmuggelt. Danach stellt man sich - wenn auch nur kurz - die Frage: warum ist das passiert?Werbung ist fÃƒÂ¼r Unternehmen heutzutage unverzichtbar und verschlingt mitunter im Marketingbereich sehr viel Geld. Da der Konsument mit einer riesigen Auswahl an Produkten konfrontiert wird, ist es fÃƒÂ¼r die Werbetreibenden gang und gÃƒÂ¤be geworden auf die Hilfsmittel der Psychologie zurÃƒÂ¼ckzugreifen, um den erwÃƒÂ¼nschten Erfolg mÃƒÂ¶glichst sicherzustellen. Kurzum: Wie bekommt man den Kunden dazu genau das Produkt zu kaufen? Dazu kÃƒÂ¶nnen die Erkenntnisse der Werbepsychologie dienen. Schon lange spielen nicht nur Preis, QualitÃƒÂ¤t oder Innovation eine Rolle, sondern auch Image der Firma, Design und gar wie man sich beim Einkauf fÃƒÂ¼hlt.Author: Schindler, Lindsay Publisher: GRIN Verlag Illustration: N Language: GER Title: Werbepsychologie in der Wirtschaft: VerfÃ¼hrung, Forschung und AnwendungsmÃ¶glichkeiten Pages: 00022 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640777167 Category: Psychology : General

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