

Zur Anwendbarkeit Der 'Ökonomie Der Superstars' Auf Den Buchmarkt - Sabine Pauli

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Der Buchmarkt sieht sich einer zunehmenden Orientierungslosigkeit der Konsumenten und rückläufigen Umsätzen gegenüber. Andere Branchen der Unterhaltungsindustrie nutzen - analog zum Einsatz von Markenartikeln innerhalb der Konsumgüterindustrie - die Wirkung von Stars zur Überwindung dieser Probleme. Die Diplomarbeit untersucht, ob das Superstarphänomen auf den Buchmarkt anwendbar ist und zur Lösung der dort vorherrschenden Probleme herangezogen werden kann. Die unterschiedlichen innerhalb der Ökonomie der Superstars aufgestellten Erklärungsansätze werden vorgestellt und auf mögliche Ansatzpunkte für die Buchbranche analysiert. Um die Analyse zu unterstützen, werden Marketingaspekte hinzugezogen, die eine enge Verbindung zur Superstarökonomie zeigen. Diplomarbeit aus dem Jahr 2003 im Fachbereich Wirtschaft - Volkswirtschaftslehre, Note: 1,0, FernUniversität Hagen, 47 Quellen im Literaturverzeichnis, Sprache: Deutsch. Author: Pauli, Sabine Publisher: GRIN Verlag Illustration: N Language: GER Title: Zur Anwendbarkeit der 'Ökonomie der Superstars' auf den Buchmarkt Pages: 00076 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638397971 Category: Business & Economics : Economics - Macroeconomics

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