

Vergleich Der Positionierungsstrategien Verschiedener Zigarettenmarken Anhand Von Plakaten - Susanne Sprener

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Der Begriff 'Positionierung' erschien erstmals in dem Artikel 'The Positioning Era' der Zeitschrift 'Advertising Age' im Jahre 1972. Dieser Artikel wurde von den amerikanischen Werbefachleuten Al Ries und Jack Trout geschrieben. 1982 veröffentlichten sie dann ein Buch 'Positioning: The Battle for Your Mind' und setzten sich dort ausführlicher mit dem Thema auseinander. In dem Buch 'Marketing Management' von Kotler und Bliemel (9. Auflage, 1999, S. 455) wird Positionierung wie folgt definiert: 'Positionierung ist die Zuordnung von Merkmalen zu Vergleichsobjekten durch die Käufer im Zielmarkt.' Werner Kroeber-Riel definiert Positionierung noch genauer, indem er sagt: 'Unter Positionierung versteht man alle Maßnahmen, die darauf abzielen, das Angebot so in die subjektive Wahrnehmung der Abnehmer einzufügen, dass es sich von den konkurrierenden Angeboten abhebt und diesen vorgezogen wird.' Ein Produkt kann sowohl eine Ware, als auch eine Dienstleistung, eine Firma, eine Institution oder eine Person sein (im Folgenden immer 'Produkt' genannt). Author: Sprener, Susanne Publisher: GRIN Verlag Illustration: N Language: GER Title: Vergleich der Positionierungsstrategien verschiedener Zigarettenmarken anhand von Plakaten Pages: 00029 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638325165 Category: Business & Economics : Marketing - General

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