

Markenführung In Der Politik - Christina Daase

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Seit Beginn der 1970er Jahre lässt sich in der Bundesrepublik Deutschland eine sinkende Wahlbeteiligung verzeichnen. Umfragen belegen zudem eine zunehmende Politikverdrossenheit innerhalb der Gesellschaft ('Wort des Jahres 1992'). Diese Unzufriedenheit mit den tatsächlichen Leistungen der Politik geht einher mit einem Rückgang stabiler Parteibindungen und einer zugleich erhöhten Zahl von Wechsel- und Nichtwählern. Dem Problem der zunehmenden Auflösung von Parteibindungen ('dealignment') sieht sich jedoch nicht nur die deutsche Politik ausgesetzt. Viele westliche Demokratien sind mit diesem Thema konfrontiert und versuchen über neue Kommunikationsformen und Politikstile wieder einen Zugang zu den Wählern zu finden. Es stellt sich die Frage, ob und inwieweit klassische Marketinginstrumente und Marketingstrategien aus der Unternehmenskommunikation auf die Politik übertragbar sind und in Bezug auf das Problem der abnehmenden Wählerbindung Abhilfe schaffen können. Zunächst werden die Unterschiede und Besonderheiten von klassischen Marken und Politikmarken aufgezeigt. Die ausführliche Darstellung der wesentlichen Elemente der Markenführung und die beispielhafte Erläuterung möglicher Markenstrategien stehen im Mittelpunkt dieser Arbeit. Weitere Schwerpunkte bilden die langfristige Kunden- und Wählerbindung im Rahmen des Relationship-Marketings und die Betrachtung und Analyse einzelner Instrumente der Politikkommunikation. Author: Daase, Christina Publisher: GRIN Verlag Illustration: N Language: GER Title: Markenführung in der Politik Pages: 00079 (Encrypted PDF) On Sale: 2007-01-01 SKU-13/ISBN: 9783638617413 Category: Business & Economics : Marketing - General

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