

# Kommunikationsplanung Nach Sherry Devereaux Ferguson - Kai Wengenroth

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Nach einer bundesweiten Studie vom November 2001 wollen 54,4 Prozent der Markenartikelhersteller ihre Produkt- und Marken-PR trotz Konjunkturfalte intensivieren. Die Kommunikationsetats sind dabei wie folgt verteilt: 'Vor dem Hintergrund der gestiegenen Vielfalt der Instrumente und deren Kombinationsmöglichkeiten wird die Notwendigkeit einer verstärkten [...] Integration der Kommunikationsaktivitäten deutlich.' In meiner Betrachtung zur integrierten Markenkommunikation beziehe ich mich auf das Buch 'Communication Planning - An Integrated Approach' von Sherry Devereaux Ferguson<sup>3</sup> aus dem Jahr 1999. Bei der folgenden Darstellung und Untersuchung ihres planungsorientierten Ansatzes habe ich mich bemüht, für die dort auftretenden Begrifflichkeiten ausschließliche deutsche oder in den allgemeinen Sprachschatz übergegangene Benennungen zu verwenden - sofern es sich nicht um Eigennamen oder feststehende Bezeichnungen handelt. Author: Wengenroth, Kai Publisher: GRIN Verlag Illustration: N Language: GER Title: Kommunikationsplanung nach Sherry Devereaux Ferguson Pages: 00019 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638330732 Category: Business & Economics : Marketing - General

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