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# Markenästhetik Die Führenden Corporate Designstrategien 1999

**Paul Steiner**



## **Markenästhetik Die Führenden Corporate Designstrategien 1999:**

Strategische Markenführung von Online-Marken Sascha Loose, 2002-07-26 Inhaltsangabe Einleitung Das Internet stellt Unternehmen und hier besonders Markenunternehmen seit einigen Jahren immer wieder vor Herausforderungen War es anfangs die Frage ob ein Schritt in das neue Medium überhaupt zu wagen sei kam bald die Zeit der Euphorie in der jeder ins Netz wollte ganz gleich auf welche Weise die pure Anwesenheit war zur Pflicht geworden Heute die Euphorie ist inzwischen der Ernüchterung gewichen sind zwar die meisten Unternehmen im Internet vertreten die Zahl der Probleme und Fragen hat dennoch nicht abgenommen Vielerorts werden die Möglichkeiten die das Medium bietet nicht erkannt bzw unterschätzt So erschaffen sich viele Websites in einem lediglich präsentierendem Charakter und verstoßen damit teilweise gegen die Erwartungen die von Nutzerseite an Inhalte im Internet gestellt werden Gerade etablierte Markenunternehmen riskieren dadurch einen steigenden Imageverlust Marktwerte die mit hohem zeitlichen und monetären Aufwand geschaffen wurden drohen durch Nachlässigkeit verloren zu gehen Aber auch Unternehmen des sogenannten neuen Marktes neigen vermehrt zu Fehlern indem sich zu sehr dem Diktat des Mediums unterwerfen ohne die Grundlagen einer identitätsorientierten Markenführung überhaupt zu kennen Der Inhalt dieser Arbeit ist die Darstellung der Grundlagen der strategischen Markenführung unter Berücksichtigung der Besonderheiten des Internet und seiner Rahmenbedingungen und die Berichterstattung dieser in konzeptionelle Ansätze für eine sinnvolle integrierte Markenstrategie Gang der Untersuchung Ausgehend von der Entwicklung des Markenbegriffs und dem aktuellen Verständnis der identitätsorientierten Markenführung werden im ersten Teil der Arbeit verhaltenswissenschaftliche Grundlagen wie das Involvementkonstrukt und darauf aufbauende Positionierungsmodelle erläutert Danach erfolgt eine Auseinandersetzung mit dem Medium selbst Dabei geht es vorrangig um die besonderen Merkmale des Mediums und die Analyse der Nutzerschaft hinsichtlich ihrer Zusammensetzung ihrer Motive und Erwartungen Die sich daraus ergebenden Anforderungen werden dann im letzten Teil unter Berücksichtigung der Erkenntnisse aus der klassischen Markenführung in Handlungsempfehlungen für ein integriertes E Branding übertragen Dabei ist die Arbeit nicht an der Untersuchung eines praktischen Beispiels festgemacht sondern versucht vielmehr durch eine Betrachtung der theoretischen Grundlagen und eine Analyse aktueller

**Sound Branding** Paul Steiner, 2009-09-30 Starke Marken faszinieren Dabei hat jede Marke ihre eigenen spezifischen und damit einzigartigen Erfolgsursachen Da der immaterielle Markenwert bis 50 Prozent und mehr des Unternehmenswertes ausmachen kann ist das strategische Management von Marken zu einem zentralen Thema in den Führungsetagen vieler Unternehmen geworden Doch so wie die Marke kein statisches Konstrukt darstellt sondern sich im Kontext von Unternehmensimage Kundenbindung und Umweltvariablen entwickelt und verändert lässt sich auch in der Sichtweise auf die Elemente erfolgreichen Brand Managements ein Wandel beobachten Hat sich das traditionelle Brand Management vor allem mit den Designaspekten also den visuellen Reizen im Rahmen der Corporate Identity befasst so ist in den letzten Jahren eine Veränderung sowohl in Praxis

als auch Wissenschaft festzustellen indem die akustischen Reize bei Markenaufbau Mark positionierung und erfolgreicher Markenführung stärker in den Fokus rücken Paul Steiner hat dies zum Anlass genommen und in seiner Arbeit die Bedeutung der akustischen Markenführung unter Miteinbeziehung der musikpsychologischen und rechtlichen Rahmenbedingungen untersucht Dabei setzt er sich sowohl mit Sound Branding in Radio und Fernsehen als auch mit aktuellen Tendenzen im Internet auseinander und widmet einen weiteren Schwerpunkt den unterschiedlichen markenrechtlichen Bestimmungen in Deutschland Österreich und der Schweiz Das vorliegende Buch das auf der Grundlage einer Abschlussarbeit am Department für Arts und Management der Donau Universität Krems entstanden ist bietet eine kompakte Einführung in die theoretischen Grundlagen des Sound Branding und verknüpft dies mit drei Fallstudien in denen verdeutlicht wird dass Sound Branding nicht als isolierter Ansatz sondern als integrales Element des Markenmanagements verstanden werden muss

**Sensory Branding** Paul Steiner, 2016-11-08 Paul Steiner untersucht die marketingspezifische Relevanz des menschlichen Sinnessystems und die verschiedenen Facetten multisensualen Brandings Der Autor liefert dazu Grundlagen der Markenführung und wichtige Ansatzpunkte zur multisensualen Gestaltung von Marken um so Konsumenten langfristig und mit allen fünf Sinnen an eine Marke zu binden und damit Markeninhalte tiefgreifend zu verankern Dies wird durch konkrete Beispiele z.B. der Marken Singapore Airlines und Swarovski illustriert Besondere Berücksichtigung findet die Automobilwirtschaft mit der Fallstudie MINI 24 Interviews mit renommierten Experten aus Wissenschaft und Praxis runden das Buch ab Die 2. Auflage wurde bearbeitet

**Brand design** Marco Bassani, Saverio Sbalchiero, 2002 *Markenästhetik* Alex Buck, 1999  
*Markenästhetik 2000 / Brand Aesthetics 2000* Alex Buck, Christoph Hermann, Frank G. Kurzhals, 2002-04-01

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