

Viral Marketing



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Reviews

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(Ryder Purdy)

VIRAL MARKETING



Grin Verlag Aug 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x4 mm. This item is printed on demand - Print on Demand Titel. - Bachelorarbeit aus dem Jahr 2008 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: 2,3, Hochschule für Technik und Wirtschaft Berlin (Fachhochschule für Wirtschaft und Technik Berlin), Sprache: Deutsch, Abstract: KurzfassungGegenstand der Bachelorarbeit ist die Bewertung verschiedener theoretischerPerspektiven zu Viral Marketing. Der innovative Ansatz dieser ungewöhnlichenKommunikationsmaßnahme wird kritisch betrachtet. Problematisiert wird, obdiese Kommunikationsmaßnahme eine Alternative zum klassischen Marketingdarstellt oder zu welchem Instrument sich Viral Marketing im Marketing Mix zuordnenlässt. Sowohl die Hauptfunktionen als auch die Chancen und Risikenwerden im Kontext zum klassischen Marketing untersucht. In einer Gegenüberstellungzweier Fallstudien im Marktsegment alkoholfreie Erfrischungsgetränke(Bionade und Club-Mate) werden die Chancen und Risiken in der Produkteinführungfür die Praxis thematisiert. Es wird gezeigt, wie Viral Marketing alsüberraschende und kostengünstige Kommunikationsmaßnahme von Unternehmengenuzt werden kann.AbstractThis bachelor thesis focuses on the assessment of different theoretical perspectiveson viral marketing. The innovative approach of this unusual communicationmethod has recently been assessed in a critical way. The thesis comprisesof the question, whether this communication technique represents analternative solution to the classic marketing or if it could be assigned to the existingmarketing mix. Additionally, classic marketing is confronted with both themain characteristics and opportunities and risks of the new method respectively.Therefore, two case studies concerning of soft drinks (Bionade and Club-Mate)show the emerging opportunities and risks during product launch. In addition,this thesis aims at showing how viral marketing can be used as a surprising andlow cost communication method. 60 pp. Deutsch.



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