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PRODUCT PLACEMENT IN SPIELFILMEN



Grin Verlag. Paperback Condition: New. 126 pages. Dimensions: 8.2in. x 5.9in. x 0.3in. Diplomarbeit aus dem Jahr 2010 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1, 0, Wirtschaftsuniversität Wien (Institut für Marketing-Management), Veranstaltung: Marketing-Management, Sprache: Deutsch, Abstract: Die stetig zunehmende Marktstättigung und Verbraucherreaktanz im Bereich traditioneller Werbung hat in den vergangenen Jahrzehnten zur Entwicklung neuartiger Marketinginstrumente geführt, die diese Widerstände berwinden sollen. Product Placement hat sich dabei aufgrund seiner subtilen Wirkungsweise als besonders erfolgreiche Methode zur Beeinflussung...

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