

Der Trend zur Werbung mit Prominenten, wie er in den USA bereits gang und gäbe ist, nimmt in Deutschland stetig zu. Immer häufiger werden Promis oder "Celebrities" als Träger von Werbekampagnen eingesetzt, um mittels ihrer gesellschaftlichen Popularität Aufmerksamkeit für das beworbene Produkt zu erregen und den Verkauf zu fördern.

Doch wie findet man den geeigneten Promi für sein Produkt? Welche Probleme und Risiken bringt die Werbung mit Celebrities? Welche Faktoren bestimmen den erfolgreichen Werbeerfolg eines Prominenten?

Nadia Awada gibt einen umfassenden Einblick in die verschiedenen Aspekte der Prominentenwerbung und stellt geeignete Auswahlkriterien zur Wahl des richtigen Celebrities vor. Zudem analysiert sie den möglichen Nutzen der Werbung mit Celebrities und stellt die besonderen Effekte und Gefahren der Prominentenwerbung heraus.



Celebrity Marketing

Der Trend zur Werbung mit Prominenten

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Nadia Awada



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Celebrity Marketing Trend Werbung Prominenten Ebook

**Irving J. Rein, Philip Kotler, Martin R.
Stoller**



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This book delves into Celebrity Marketing Trend Werbung Prominenten Ebook. Celebrity Marketing Trend Werbung Prominenten Ebook is an essential topic that needs to be grasped by everyone, ranging from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Celebrity Marketing Trend Werbung Prominenten Ebook, encompassing both the fundamentals and more intricate discussions.

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- The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Celebrity Marketing Trend Werbung Prominenten Ebook.

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