

Mediaplanung

Corporate Governance und Interne Revision Praxiswissen Anzeigenverkauf Online-
Marktforschung Entwicklung eines Modells zur quantitativen Nutzenbestimmung des B2C-
Geschäfts eines Automobilherstellers Praxisbuch Produktmanagement Carl-Christian Freidank
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praxiswissen anzeigenverkauf liefert einen kompletten werkzeugkasten für alle die im anzeigengeschäft noch erfolgreicher werden wollen das buch behandelt die wichtigsten aspekte des anzeigengeschäfts von den formen und möglichkeiten der anzeigenwerbung mediaplanung werbewirkung und testverfahren bis hin zu den rechtlichen besonderheiten der anzeigenwerbung

vorwort zur ersten auflage die marktforschung beschäftigt sich seit einigen jahren mit einem neuen und spannenden thema der integration der online medien in den methoden mix der institute und anderer marktforscherisch tätiger unternehmen das immer stärker werdende interesse zeigt sich zum einen in der gründung entsprechender unternehmen bzw abteilungen im bereich der online marktforschung zum anderen im stattfinden zahlreicher konferenzen bzw dem erscheinen entsprechender publikationen zum thema auch die herausgeber dieses bandes betätigen sich seit längerem auf diesem gebiet und zwar sowohl auf wissenschaftlicher basis als auch im rahmen ihrer praktischen beruflichen tätigkeit die zahlreichen hierdurch vorhandenen kontakte waren anlass und ermutigung zugleich die arbeit zu diesem band optimistisch und tatkräftig anzugehen die durchweg positiven rückmeldungen der wichtigsten und bekanntesten wissenschaftler und praktiker des fachs bestätigten die konzeption beiträge aus wissenschaft und praxis zu den relevanten themenbereichen in diesem buch zusammenzuführen unser herzlicher dank gilt allen autoren für ihre engagierte mitarbeit an dem vorliegenden werk ebenso danken wir den verantwortlichen personen beim gabler verlag die die arbeit an diesem band von beginn an optimal unterstützt haben wir hoffen hiermit einen umfassenden Überblick des derzeitigen geschehens im bereich der online marktforschung zu bieten es wird unser bestreben sein mögliche folgaufgaben ebenfalls um die aktuellsten entwicklungen zu ergänzen für anregungen und fragen stehen wir gerne zur verfügung sie erreichen uns über die eigens zu diesem buch ein gerichtete webseite unter tds.online.marktforschung.de im internet

inhaltsangabe einleitung die zunehmende verbreitung des internet hat die marktbedingungen für viele unternehmen verändert die entwicklung von neuen informations und kommunikationstechnologien deren integration in unternehmensprozesse sowie eine veränderte erwartung der nachfrager hat dazu geführt daß b2c applikationen zu einem bedeutenden

strategischen faktor für unternehmen der automobilbranche geworden sind aufgrund der hohen investitionen in neue geschäftsmodelle der laufenden kosten des mediums internet und der bedeutung des strategischen wettbewerbsfaktors internet als marketing und vertriebsinstrument wird ein controlling der online basierten unternehmensfelder zunehmend wichtiger die vorliegende arbeit nimmt sich daher der bewertung und analyse des nutzens von b2c anwendungen des automobilherstellers daimlerchrysler an nach einführender darstellung der wissenschaftlichen grundlagen aus marketing und controlling wird das b2c als marketinginstrument diskutiert dabei werden theoretische verfahren und praktische ansätze der nutzenanalyse dokumentiert die verschiedenen theoretischen methoden der nutzenanalyse und des marketingcontrollings werden mit den praktisch messbaren determinanten des b2c kombiniert und hinsichtlich ihres derzeitigen erfolgsbeitrages sowie zukünftiger potentiale untersucht auf den erkenntnissen und bewertungsmethoden aufbauend wird ein allgemeines modell zur nutzenanalyse des b2c geschäfts eines automobilherstellers entwickelt das entwickelte verfahren wird anschließend auf eine b2canwendung den carconfigurator angewendet die untersuchungsergebnisse zeigen daß die herstellung von ursache wirkungszusammenhängen im marketing äußerst schwierig ist und in der literatur noch nicht ausreichend geklärt wird auch die bewertung der komplementär agierenden traditionellen und internet basierten geschäftsfelder ist ein bisher nicht gel stes problem insbesondere mangelt es an der operationalisierung und quantifizierung bisher hauptsächlich auf qualitativer ebene diskutierter beobachtungen das entwickelte modell trägt daher zur aktuellen forderung der wissenschaft nach operationalisierbaren verfahren der bewertung von marketinginstrumenten bei inhaltsverzeichnis abbildungsverzeichnisv tabellenverzeichnisv abkÜrzungsverzeichnisvi 1 einleitung und problemstellung1 1 1vorgehensweise und aufbau der arbeit2 1 2bedeutung und problematik der nutzenbewertung von

produktmanagement auf zack rolle aufgaben und kompetenzen des produktmanagers marktsegmentierung positionierungskonzept preispolitik agenturen werbe und verkaufsf rderungskampagnen marketingstrategie marketingplan kommunikationskonzept

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