

Viral Marketing



Filesize: 4.38 MB

Reviews

It is one of my favorite publications. Indeed, it can be playful, nonetheless an interesting and amazing literature. I discovered this publication from my father and he suggested this publication to understand.
(Camryn Williamson)

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 Unternehmengenutzt 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.



Read Viral Marketing Online



Download PDF Viral Marketing

You May Also Like



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Save ePub »](#)



The Voyagers Series - Africa: Book 2 (Paperback)

Voyagers Series, Inc., United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The Voyagers Series is a new multi-media, multi-disciplinary approach to teaching...

[Save ePub »](#)



Adobe Indesign CS/Cs2 Breakthroughs

Peachpit Press, 2005. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Adobe InDesign is taking the publishing world by storm and...

[Save ePub »](#)



The Voyagers Series - Europe: A New Multi-Media Adventure Book 1 (Paperback)

Strength Through Communications, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The Voyagers Series is a new multi-media, multi-disciplinary approach to teaching...

[Save ePub »](#)



Have You Locked the Castle Gate?

Addison-Wesley Professional. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Is your computer safe Could an intruder sneak in and steal...

[Save ePub »](#)



Summer the 25th anniversary of the equation (Keigo Higashino shocking new work! Lies and true Impenetrable(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: Unknown in Publisher: Modern Publishing Basic information Original Price: 28.00 yuan

[Download Document »](#)



On the seventh grade language - Jiangsu version supporting materials - Tsinghua University Beijing University students efficient learning

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 116 Publisher: Beijing Education Press Pub. Date :2009-6-1. Colorful three-dimensional law degree

[Download Document »](#)



Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 2: I am Kipper (Hardback)

Oxford University Press, United Kingdom, 2011. Hardback. Book Condition: New. 172 x 144 mm. Language: English . Brand New Book. Read With Biff, Chip and Kipper is the UK s best-selling home reading series. It

[Download Document »](#)



The Case for the Resurrection: A First-Century Investigative Reporter Probes History s Pivotal Event (Paperback)

ZONDERVAN, United States, 2010. Paperback. Book Condition: New. 180 x 127 mm. Language: English . Brand New Book. The Case for the Resurrection, a ninety-six-page booklet from bestselling author Lee Strobel, provides new evidence that

[Download Document »](#)



Nie Weiping Go the temple entry Exercises registered(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: Unknown in Publisher: Book Sea Press Information Original Price: \$ 25.00

[Download Document »](#)