



Marketing jenseits vom Mittelmaß: 100 Best-Practice-Beispiele (Dein Business) (German Edition)

Jeannine Halene, Hermann Scherer

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Es gibt Werbestrategien jenseits des Einheitsbreis. Dieses Buch blättert erfolgreiche Werbecoups großer und kleiner Unternehmen auf. Ihnen ist gemein, dass sie Marketing-Aktionen, Werbespots oder Kampagnen initiierten, die weit u"ber das Mittelmaß hinausgehen. Auf jeder Seite des Buches spürt man, dass die Autoren nach dem Besonderen, dem Frischen und Blu"henden gesucht haben, nach Bildern und Worten, die so intensiv sind, dass wir sie nicht mehr vergessen. Solche Coups saugen sich im Gedächtnis fest, setzen Impulse, inspirieren uns.

Dieses Buch erscheint in großem Format und edler Gestaltung. Seine mehr als 100 Marketingideen, die mit viel Bild und wenig Text vorgestellt werden, knallen vom Auge ins Herz und dann ins limbische System, mitten hinein ins Zentrum fu"r Kreativität. Damit legt das Buch eine todsichere Lunte für den marketinginteressierten Leser. Nach dem Lesen heißt es dann nur noch: Buch zuklappen, es als Briefbeschwerer oder Regaldekoration nutzen und die eigenen Ideen zur Explosion bringen.

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