



Informieren, Inszenieren, Integrieren: Corporate Books als Instrumente nachhaltiger Unternehmenskommunikation (Initialen) (German Edition)

Sandra Duschl

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Informieren, Inszenieren, Integrieren – Als Mittel der Unternehmenskommunikation bietet das Corporate Book eine vielseitige Präsentationsmöglichkeit. Die Arbeit von Sandra Duschl beleuchtet das Medium Corporate Book aus buchwissenschaftlicher Perspektive und untersucht sein ökonomisches Potenzial als Werbemittel für Unternehmen.

Hierbei werden sowohl der Nutzen des Corporate Books innerhalb des Unternehmens als auch die Möglichkeiten einer erfolgreichen Positionierung am Markt betrachtet.

Aus der vorliegenden Analyse können Unternehmen für sich ableiten, wie sie das Corporate Book gezielt als Marketinginstrument einsetzen und ihre Unternehmensbotschaft nachhaltig in den Köpfen ihrer Kunden verankern können.

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