



Yes, we can: Die deutsche Werbebranche beschwört das Wir-Gefühl (German Edition)

H. Reil

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Die US-amerikanische Hoffnungsrhetorik fällt auch hierzulande auf fruchtbaren Boden. Die deutsche Werbebranche hat ihre zentralen Aussagen für eigene Zwecke adaptiert. Die Werbung im Jahr 2009 setzt auf Qualitätsversprechen und handfeste Leistungen statt auf Leerformeln wie "Geiz ist geil". Vom Schattendasein ins Rampenlicht: Deutsche Unternehmen werden in Zukunft bei Produktentwicklung und Werbung verstärkt auf die Meinung ihrer Kunden setzen.



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