



Prozyklische versus antizyklische Werbung (German Edition)

Julia Anker

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Studienarbeit aus dem Jahr 2004 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,1, Duale Hochschule Baden-Württemberg, Ravensburg, früher: Berufsakademie Ravensburg (Medien- und Kommunikationswirtschaft), Sprache: Deutsch, Abstract: Auch in Krisenzeiten, wie sie momentan herrschen, sollten Unternehmen aktiv ihre Chance suchen, um die Karten zu ihren Gunsten neu zu mischen. Werbung spielt hierbei eine zentrale Rolle. Die Vertreter der prozyklischen Werbung sind der Meinung, dass diejenigen, die der Werbung einen gesamtwirtschaftlich stabilisierenden Einfluss zutrauen, womöglich ihre Wirkungskraft überschätzen, ebenso wie die Gesellschaftskritiker, die sie als "manipulative Macht" einstufen: Werbung kann Strömungen nutzen und verstärken, kaum aber umkehren. Die andere Seite, die antizyklisch Werbenden, sind Unternehmer, die ihre Werbeinvestitionen gegen den Trend konstant halten oder erhöhen. Sie sind sich sicher, dadurch ihre Marke relativ zum Wettbewerb zu stärken, langfristiges Markenkapital aufzubauen und ihre Position am Markt und Kapitalmarkt zu festigen.

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