

Eugen Schenfisch

Diffusionsbeschleunigung durch virales Marketing

Studienarbeit

Diffusionsbeschleunigung Durch Virales Marketing Schenfisch

Jean-Manuel Leonardi



Diffusionsbeschleunigung Durch Virales Marketing Schenfisch:

Diffusionsbeschleunigung durch virales Marketing Eugen Schenfisch, 2015-06-08 Das Fach Technologie und Innovationsmanagement im berufsbegleitenden Masterstudiengang Wirtschaftsingenieurwesen an der Fachhochschule Münster wird mit den Worten Die Fähigkeit neue Ideen zu entwickeln und daraus entstehende Innovationen erfolgreich zu vermarkten bestimmt heute mehr denn je ber die wirtschaftliche Dynamik und den gesellschaftlichen Wohlstand eingeleitet. Weiter heißt es dass es für Unternehmen unabdingbar sei sich mit dem zielgerichteten Management von Innovationen auseinander zu setzen um der Konkurrenz mit innovativen Technologien Produkten und Verfahren einen Schritt voraus zu sein. Dabei soll Management als bewusste Gestaltung also die Planung Steuerung Durchführung und Kontrolle von Rahmenbedingungen Ressourcen und Prozessen verstanden werden. Daraus abgeleitet bedeutet Management von Innovationen die zielgerichtete Forschung Entwicklung Einführung und Durchsetzung von Neuerungen. Gerade dem letzteren Punkt kommt eine stärkere Bedeutung angesichts knapper werdender Marketingbudgets auf der einen und einer zunehmender Reizüberflutung der Konsumenten auf der anderen Seite zu. When it comes to getting a message out with little time minimal budgets and maximum effect nothing on earth beats a virus. Rayport 1996. In diesem Zusammenhang beschäftigt sich die vorliegende Hausarbeit mit der Frage inwieweit das sog Virale Marketing dazu beitragen kann die Diffusion von Innovationen zu beschleunigen. Dazu wird zunächst der aktuelle Stand der Forschung vorgestellt indem Schlüsselbegriffe aufgehört und gegeneinander abgegrenzt werden. Folglich weisen die ersten beiden Kapitel deskriptiven Charakter auf. Im Anschluss daran findet eine konvergente Betrachtung beider Forschungszweige statt die in einer Bewertung in Bezug auf die obige Fragestellung mündet. Eine Zusammenfassung der gewonnen Erkenntnisse rundet diese Arbeit schließlich ab. *Virale Marketing Im E-Business* Jean-Manuel Leonardi, 2008 Werbung in all ihrer Ausprägung ist dem Verbraucher im TV Radio in den Zeitungen und Zeitschriften gegenwärtig. Etwa 2 500 bis 5 000 mal wird jeder Konsument täglich mit ihr konfrontiert ob bewusst oder unbewusst. Diese Zahlen lassen schon erahnen dass die klassische Massenwerbung ein erhebliches Problem mit ihrer Effizienz hat. Konsumenten sind negativ gegenüber der Werbung eingestellt weshalb sie eine Abwehrhaltung aufgebaut haben. Zudem ist es nicht möglich diese Masse an Werbung aufzunehmen. Experten vermuten dass 75% der Kampagnen kein ausgewogenes Kosten Nutzen Verhältnis haben. Quantitativ versickern hiernach 22 der jährlich in Deutschland investierten 29 Milliarden Euro für Werbung. Dieses Buch beschäftigt sich mit dem Viral Marketing VM und stellt zudem andere alternative Formen des Marketings im Internet vor. Der Teil A befasst sich mit dem Online Marketing. Einleitend wird ein Überblick geboten um später einige Aspekte im Detail zu beschreiben. Hier werden speziell ausgewählte Methoden näher erläutert welche von aktueller Relevanz sind. Dabei spielen auch neue viel versprechende Technologien eine Rolle z.B. Advertising Exchange. Der Teil B weist den Schwerpunkt dieses Buches auf. Die Literatur beschäftigt sich erst seit kurzer Zeit mit der Thematik des VM. Besonders auf die theoretischen Grundlagen wird in der Literatur zumeist noch unbefriedigend

eingegangen Teil B beginnt mit diesem Punkt in Kapitel 1 in dem die Mund zu Mund Propaganda und ihre Auswirkung auf den unternehmerischen Erfolg erl utert werden Darauf aufbauend wird das VM definiert und dessen Anf nge aufgezeigt Der aktuelle Forschungsstand wird betreffend der Grundlagen des VM in seinen verschiedenen Facetten beleuchtet und in einem Gesamtmodell Memetik Tipping Point Soziale Netzwerke skizziert Im Kapitel 3 werden die Kernelemente des VM identifiziert und ausf hrlich beschrieben Alle zuvor herausgearbeiteten Aspekte werden im Kapitel 4 dann in einem Modell eines Kampa

The Enigmatic Realm of **Diffusionsbeschleunigung Durch Virales Marketing Schenfisch**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing in short supply of extraordinary. Within the captivating pages of **Diffusionsbeschleunigung Durch Virales Marketing Schenfisch** a literary masterpiece penned by a renowned author, readers embark on a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting affect the hearts and minds of those that partake in its reading experience.

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