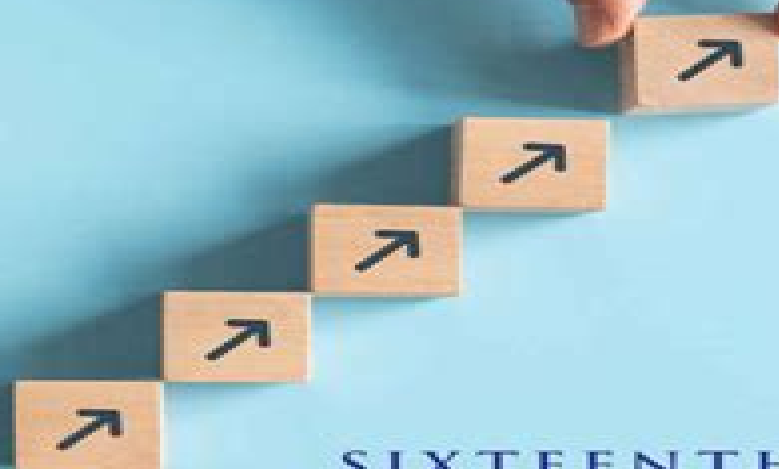


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Unabhängige Unternehmen arbeiten vermehrt auf der Wertschöpfungsstufe des Marketings zusammen und verfolgen eine Vielzahl von Zielen. Sie versprechen sich seit Jahren Zugang zu neuen Märkten und Zielgruppen sowie Möglichkeiten des Wachstums hinsichtlich des Bekanntheitsgrades und der Unternehmensgröße. Viele Unternehmen sehen so die Möglichkeit dem Kunden einen Mehrwert zu bieten. Vor dem Hintergrund der Wirtschaftskrise spielt auch die Kostenminimierung im Marketingbereich eine Rolle. Unternehmen verfolgen die Vorstellung in Kooperation mit anderen Firmen einen Wettbewerbsvorteil zu erreichen. Eine Studie der Marketingberatung Noshokaty Döring und Thun aus dem Jahr 2007 versprach eine ansteigende Bedeutung von Marketingkooperationen. Heute im Jahr 2009 hat sich diese Aussage bewahrheitet. Seit Beginn der Wirtschaftskrise verzeichnete die Agentur einen Anstieg von kooperierenden Firmen um 35%. Die Gründe sind vielfältig. Konsumenten muss man überraschen, nicht bloß informieren. erläuterte Dr. Stephan Feige von der St. Gallen Beratungs Spin-off des Marketinglehrstuhls der St. Gallener Universität schon 2007 die Gründe für Marketingkooperationen. Die Abwanderung von Bestandskunden soll vermieden werden angesichts eines sehr hohen Akquisitionsaufwandes von Neukunden. Vor dem Hintergrund der Finanz- und Wirtschaftskrise stehen viele Unternehmen unter verstärktem Druck kreativ zu werden und innovative Wege zu gehen. Erfolgspotentiale müssen langfristig und dauerhaft gesichert werden. Dass es leider häufig an der Umsetzung einer Kooperation mangelt, ist es interessant auf die Erfolgsfaktoren für Marketingkooperationen einzugehen. Diese Arbeit befasst sich primär mit den Erfolgsfaktoren von Marketingkooperationen in der Modebranche, ferner werden verschiedene Kooperationsformen aufgezeigt und diese erläutert.

Kotler On Marketing Philip Kotler, 2012-12-11
 Since 1969 Philip Kotler's marketing text books have been read as the marketing gospel as he has provided incisive and valuable advice on how to create win and dominate markets. In KOTLER ON MARKETING he has combined the expertise of his bestselling textbooks and world renowned seminars into this practical all in one book covering everything there is to know about marketing. In a clear straightforward style Kotler covers every area of marketing from assessing what customers want and need in order to build brand equity to creating loyal long term customers. For business executives everywhere KOTLER ON MARKETING will become the outstanding work in the field. The secret of Kotler's success is in the readability, clarity, logic and precision of his prose which derives from his vigorous scientific training in economics, mathematics and the behavioural sciences. Each point and chapter is plotted sequentially to build block by block on the strategic foundation and tactical superstructure of the book.

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