



Guerilla Marketing: Band 7 der "Kölner Beiträge zur Medienwirtschaft" (German Edition)

Carolin Toedter

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Seit der Begriff Guerilla Marketing Anfang der 60er Jahre in den USA erstmals verwendet wurde, hat sich diese Form des Marketing deutlich weiterentwickelt und ist inzwischen ein fester Bestandteil im Marketing Mix von Unternehmen geworden. Im Vordergrund steht eine größtmögliche Erreichung von Aufmerksamkeit durch einen geringen Aufwand.

Die vorliegende Arbeit erklärt die Herkunft des Begriffs, zeigt die verschiedenen Einsatzmöglichkeiten sowie die Einordnung in den Marketing Mix. Darüber hinaus veranschaulichen zahlreiche Praxisbeispiele die konkrete Verwendung des Guerilla Marketing.

Insbesondere setzt sich die Arbeit kritisch mit dem Problem der mangelnden langfristigen Aufmerksamkeit von Guerilla Maßnahmen auseinander. Denn die kurzfristige hohe Aufmerksamkeit von Guerilla Maßnahmen verpufft oft schnell wieder und ist daher zum langfristigen Markenaufbau weniger geeignet.

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