



Marke und CSR - Macht das Sinn? (German Edition)

Kathrin Meffert

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Studienarbeit aus dem Jahr 2011 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,0, Munich Business School, Sprache: Deutsch, Abstract: In der heutigen Markenvielfalt stellen Marken für Konsumenten eine Identifizierung, Faszination oder auch Anziehungskraft dar. Jedoch steigen die Ansprüche an eine Marke sowie der Umgang mit dem hergestellten Image- und Qualitätsversprechen. Hinsichtlich dessen achten vor allem Konsumenten aber auch andere Stakeholder auf ökologische und soziale Qualitäten der Markenprodukte und auf die gesellschaftliche Verantwortung von Unternehmen. Dieses zeigt deutlich welchen hohen Stellenwert CSR einnimmt. Unternehmen, die CSR in ihre Unternehmenskultur verankern und anhand dieser Werte handeln, werden verbesserte Imagewerte erzielen.

Allerdings stellen sich mehrere Fragen: Stimmt der Fit zwischen CSR und der Marke? Ist CSR ein Bestandteil der Markenführung? Welches sind die erhofften Ziele aus diesem Zusammenspiel?

Im Folgenden werden die beiden Begriffe zunächst definiert und auf deren Bedeutung in Unternehmen eingegangen. Anschließend wird das Zusammenspiel von CSR und der Marke genauer betrachtet sowie die Chancen und Risiken, die sich daraus ergeben, analysiert.

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