

Walter Moers

Wenn der Pinguin zweimal klopft...



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Wenn Der Pinguin Zweimal Klopft Walter Moers:

Wenn der Pinguin zweimal klopft... Walter Moers, 1997 Markenbildung in der Verlagsbranche Brigitte Harbarth, 1998-09-03 Inhaltsangabe Einleitung Die Marktbedingungen für Verlage sind gekennzeichnet durch eine steigende Titelflut die funktionale Austauschbarkeit vieler Angebote auf gesättigten Märkten und eine zunehmende Kommunikationsbelastung Diese Rahmenbedingungen führen in den Verlagshäusern zu einem stärkeren Nachdenken über die Möglichkeiten eines professionellen Marketing Während der Beschäftigung mit dem Thema dieser Diplomarbeit stellte ich fest dass mehr Verlage als zuvor angenommen über eine Markenpolitik in ihrem Unternehmen nachgedacht haben Nichtsdestotrotz wird in der Fachliteratur über Marken die Buchbranche ausgespart Detaillierte Untersuchungen fehlen Durch eine gezielte Markenpolitik wird der Kontakt nicht nur zwischen Verlag und Buchhandel sondern auch zwischen Verlag und Endkunden erleichtert Diese Arbeit setzt sich mit der Markenbildung in Buchverlagen auseinander Die Ergebnisse der hier dargestellten Analyse von bestehenden Programmen können gezielt in ein Markenkonzept umgesetzt werden oder als Voraussetzung bei dem Aufbau eines Verlagsprogramms dienen Anhand dieses Konzeptes können Kommunikationsmaßnahmen gezielter effektiver und dadurch kostengünstiger gestaltet werden Inhaltsverzeichnis Inhaltsverzeichnis Abkürzungsverzeichnis 6 1 Von der Markierung zum Markenkult 7 1 1 Die Anfänge im Mittelalter 7 1 2 Das Moderne Markenwesen 8 1 3 Marken heute 10 2 Die Bedeutung der Marke in der Gegenwart 12 2 1 Was versteht man heute unter einer Marke 12 2 1 1 Psychologische Wirkung 13 2 1 2 Die Funktionen der Marke 13 2 2 Ist Markenbildung im Buchverlag möglich 15 2 2 1 Abgrenzung des Untersuchungsgegenstandes 16 2 3 Die Kategorien der Marken 17 2 3 1 Herstellermarke 17 2 3 2 Handelsmarke 18 2 3 3 Dienstleistungsmarke 20 2 4 Rechtliche Aspekte 22 2 4 1 Das Lizenzgeschäft 26 2 5 Die Inhalte des Markennamens 27 2 5 1 Phänomen Lexikalisierung 28 3 Die Marke im Unternehmen 30 3 1 Die Marke als strategisches Instrument 30 3 2 Markenstrategien 31 3 2 1 Die Einzelmarkenstrategie 33 3 2 2 Die Mehrmarkenstrategie 33 3 2 3 Die Markenfamilienstrategie 34 3 2 4 Die Dachmarkenstrategie 36 3 2 5 Der Markentransfer 36 4 Markenbildung in Buchverlagen 38 4 1 Der Verlag als Marke 38 4 1 1 Exkurs Imprints Sinn oder Unsinn für eine Markenpolitik 40 4 1 2 Die Bedeutung der Werbung 41 4 1 3 Verlagsreihen als Marken 42 4 1 4 Die Langenscheidt Verlagsgruppe 42 4 2 Der Autor als Marke 45 4 2 1 Autorenprodukte als Marken 48 4 2 2 Bedeutung der **Das grosse Comic-Lexikon** Marcel Feige, 2001 Nachschlagewerk zu Autoren Zeichnern Verlagen Genres Themen Serien und mehr *Deutsche Nationalbibliographie und Bibliographie der im Ausland erschienenen deutschsprachigen Veröffentlichungen*, 1998 *Comics made in Germany* Bernd Dolle-Weinkauff, 2008 Deutschland so heisst es sei ein Comic Importland Tatsächlich haben jedoch deutsche Autoren und Zeichner im Lauf der vergangenen sechs Jahrzehnte eine Vielzahl interessanter Werke vorgestellt die teilweise hohe Popularität erreichten Das Begleitbuch zur Ausstellung Comics made in Germany 60 Jahre deutsche Comics eröffnet den Blick auf eine bemerkenswerte Produktion Sie beginnt mit den Pionieren der Bildgeschichte Ende der 40er Jahre und den

Helden der ersten Fan Generation wie Sigurd und Tibor Nick Knatterton und Fix und Foxi Die Pop Art und der politisch gesellschaftliche Aufbruch der 60er Jahre hinterlassen im Comic ebenso ihre Spuren wie die Jugendkulturen des Folgejahrzehnts In den 80er 90er Jahren tritt neben die populären Ikonen von Werner bis Kleines Arschloch ein literarischer und künstlerischer Aufbruch der bis in die Gegenwart anhält Der Band bietet einen ausführlichen Essay über Entwicklung und Tendenzen des deutschen Comic angefangen mit den ersten Heften der Nachkriegsara bis hin zu den jungen deutschen Mangaka in der Gegenwart die Geschichten in der Manier des japanischen Comic schreiben und zeichnen Kurzbiografien mit Werkverzeichnissen von 53 deutschen Comic Machern runden das reich illustrierte Buch zu einer ebenso handlichen wie lesbaren Darstellung der deutschen Comic Kultur ab Germany is an import country for comics so they say But in fact in the course of the last six decades German authors and illustrators have presented a lot of great works which in part achieved a high degree of popularity The companion book to the exhibition Comics made in Germany 60 Jahre deutsche Comics throws light on a remarkable production The exhibition starts with the pioneers of the strip cartoon at the end of the forties and Sigurd and Tibor Nick Knatterton and Fix and Foxi the heroes of the first fan generation Pop Art and the social awakening in the 60ties left traces in comics as well as the youth culture of the following decade The eighties and nineties besides popular icons from Werner to Kleines Arschloch again are characterized by a literary and artistic awakening which influenced style and artwork until the present The book presents a detailed essay on the development and trends of the German comic strip beginning with the first numbers of the post war period up to the young German Mangaka of the presence who write and illustrate stories following the Japanese style Short biographies accompanied by catalogue raisonnés of 53 German comic strip producers make the book easily readable while presenting a comprehensive overview of the German comic culture in the richly illustrated book **German books in print** ,2003 Konkret ,1999 *Zerlesen* Thomas Ballhausen,2001 In 1908 Utah lady sleuth Fremont Jones is rescued from a train wreck by a Mormon who decides to make her his sixth wife She escapes with the aid of the other wives and rejoin Michael Kossoff her partner to determine who caused the train explosion

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