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Markenpsychologie: Wie Marken wirken - Was Marken stark macht (German Edition)

Gert Gutjahr

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Was macht Marken stark? Dies Frage ist für die Markenführung zentral. Um sie beantworten zu können, muss geklärt werden, was eine Marke überhaupt ist und wie Marken wirken. Im Rahmen der Consumer-Neuroscience-Forschung haben Markenwahl-Experimente mit funktioneller Magnetresonanztomografie zu überraschenden Ergebnissen geführt und gezeigt, dass die Wirkung der Marken noch immer im Dunkeln liegt. Die neuesten Erkenntnisse der psychologischen Markenforschung basieren auf neuropsychologischen und tiefenpsychologischen Ansätzen, die Gert Gutjahr in seinem Buch vorstellt. Sein Fazit: Starke Marken entstehen durch Brain Branding. Sie existieren als Brain Script im Gehirn, sind also an neuronale Prozesse gekoppelt.
Die zweite Auflage berücksichtigt Erweiterungen der theoretischen Grundlagen und enthält neue Case-Studies, die Anwendungen bei der psychologischen Markenführung zeigen. Zudem wurde ein neues Kapitel „Sound Marketing“ ergänzt.
„Nur eine transdisziplinäre Betrachtung kann zum richtigen Markenverständnis führen.“
Prof. Dr. Dieter Ahlert, Marketing Center Münster

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