



Transkulturelle Bildkommunikation: Die Wahrnehmung westlicher Firmenlogos im Nahen Osten (German Edition)

Andreas Graf

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Die Welt wächst zusammen. Globale Waren- und Dienstleistungsströme sind etabliert und die Anzahl der Nationen, die sich in unseren Kühl- oder Kleiderschränken treffen, wächst konstant. Als Folge entstehen weltumspannende Konzerne, die jeder kennt. Die Frage einer lokalen Anpassung von Produkt, Marke und Außenwirkung stellt sich jedoch nicht nur für Großkonzerne wie Coca Cola oder Mercedes Benz, auch für kleinere, expansionswillige Firmen sind Aspekte der Markenerzeugung wichtig.

Am Beispiel von Ägypten und Deutschland untersucht Andreas Graf, wie das Firmenlogo als zentraler Aspekt einer Marke in verschiedenen Ländern unterschiedlich wahrgenommen wird.

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