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(Mrs. Glenda Rodriguez)*

GREEN MARKET, GREEN BUSINESS: DIE KONSUMKULTUR DER LOHAS

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VDM Verlag Jun 2011, 2011. Taschenbuch. Book Condition: Neu. 222x151x9 mm. Neuware - Ein neuer Lebensstil und eine neue Konsumkultur prägen derzeit den deutschen Markt der grüne Trend hält an. Von der neuen Zielgruppe der LOHAS ist die Rede; sie setzen auf Bio-Nahrung, Nachhaltigkeit und Individualität. Durch den Boom in den Medien versuchen viele Unternehmen, gerade im Lebensmittelbereich, auf den grünen Zug aufzuspringen, doch die LOHAS wollen sich nicht durch klassische Marketingaktivitäten überzeugen lassen so die Aussage einiger Zielgruppenforscher. Die LOHAS sind eine wenig transparente Zielgruppe, sie lassen sich nur schwer klassifizieren und genau das stellt viele Marketingmanager vor eine große Herausforderung. Die Autorinnen dieses Buches widmen sich der konzeptionellen Diskussion des grünen Trends und legen neue Erkenntnisse über die psychographischen Determinanten der LOHAS offen. Zudem wurde erstmals erforscht, welches Ausweitungspotenzial die neue Zielgruppe hat und es werden Handlungsempfehlungen für erfolgreiche Marketingstrategien auf dem grünen Markt gegeben. 152 pp. Deutsch.



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