



DIE WA(H)RE POLITIK? - Möglichkeiten und Grenzen von Parteienmarketing (German Edition)

Jan Pfitzner

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Diplomarbeit aus dem Jahr 2007 im Fachbereich Medien / Kommunikation - Medien und Politik, Pol. Kommunikation, Note: 2,7, Otto-Friedrich-Universität Bamberg, 142 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die Arbeit versucht zunächst, Parteienmarketing theoretisch zu umreißen und identifiziert bestehende Möglichkeiten und Grenzen von Parteienmarketing. Zusätzlich wird das Marketing der Volksparteien in Deutschland und der Schweiz verglichen. Dabei werden insbesondere im Konzept des Customer Relationship Marketing große Potenziale für die Parteiarbeit entdeckt. Die Informationen stammen aus Experteninterviews aus Beratung und Politik, unter anderem mit Rudolf Scharping.

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