



Erstellung Einer Nutzertypologie Von Adgames Zur Unterstützung Des Kommunikationsmix

By Christina Oehler

GRIN Verlag. Paperback. Book Condition: New. Paperback. 180 pages. Dimensions: 8.3in. x 5.8in. x 0.4in. Diplomarbeit aus dem Jahr 2006 im Fachbereich Medien Kommunikation - Multimedia, Internet, neue Technologien, Note: 1, 0, FHW Fachhochschul-Studiengänge Betriebs- und Forschungseinrichtungen der Wiener Wirtschaft GmbH (FHW GmbH, 92 Quellen im Literaturverzeichnis, Sprache: Deutsch, Anmerkungen: Ausgezeichnet als Jahrgangsbeste Arbeit des Studiengangs Marketing and , Sales 2006 , Abstract: Das Internet bietet zahlreiche Möglichkeiten für Unternehmen, interaktive, unterhaltende Werbebotschaften zu platzieren. Eine Form von Online-Werbung stellen Online-Werbispiele, so genannte Adgames, dar. Adgames sollen nicht nur Werbinhalte transportieren, sondern dem Nutzer auch eine Möglichkeit zum Zeitvertreib und zur Unterhaltung, einen Zusatznutzen bieten (vgl. Silberer 1997, S. 11). Laut der ZDFARD Online Studie spielen 11 aller Internetnutzer mindestens einmal pro Woche im Internet (vgl. van Eimeren; Gerhard; Frees 2004, S. 356). Studien (vgl. Bauer, 2001; BIFAK, 2001) bestätigen die Akzeptanz und Effizienz von Werbung über Adgames. Die Menschen suchen immer mehr nach Erlebnissen, die ihren Alltag durchbrechen (vgl. Gerdes 2005, S. 27), ebenso ist das Spielen von Erwachsenen immer mehr zu einem Kernmotiv der westlichen Gesellschaften geworden (vgl. Huber 2002, S. 158). Die Angebote von Adgames reichen heute von einfachen Massenproduktionen bis hin zu hochkomplexen Spielen. die

Reviews

The most effective book i ever read through. it had been writtern quite flawlessly and valuable. I am just happy to let you know that here is the very best publication i have got read through during my individual daily life and may be he greatest pdf for ever.

-- **Prof. Adonis Rodriguez**

Comprehensive information for publication fans. I have got read and i am confident that i am going to likely to go through once again once again in the foreseeable future. I am just very happy to let you know that this is actually the greatest book i have read in my very own existence and could be he finest book for at any time.

-- **Clair Windler**

Related PDFs



Shepherds Hey, Bfms 16: Study Score

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 22 pages. Dimensions: 9.4in. x 7.1in. x 0.0in.Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English Folk-Song Society soon after his arrival in...



The Whale Tells His Side of the Story Hey God, Ive Got Some Guy Named Jonah in My Stomach and I Think Im Gonna Throw Up

B&H Kids. Hardcover. Book Condition: New. Cory Jones (illustrator). Hardcover. 32 pages. Dimensions: 9.1in. x 7.2in. x 0.3in.Oh sure, well all heard the story of Jonah and the Whale a hundred times. But have we heard it from the perspective of the...



Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values

Summer Fit Learning. Paperback. Book Condition: New. Paperback. 160 pages. Dimensions: 10.6in. x 8.3in. x 0.5in.Summer Fit Activity Books move summer learning beyond academics to also prepare children physically and socially for the grade ahead. Academic exercises are based on Common Core...



Molly on the Shore, BFMS 1 Study score

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 26 pages. Dimensions: 9.7in. x 6.9in. x 0.3in.Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English Folk-Song Society soon after his arrival in...



Magnificat in D Major, Bwv 243 Study Score Latin Edition

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 70 pages. Dimensions: 9.8in. x 7.2in. x 0.3in.Bach composed the first version of this piece in 1723 using the key of E-flat major for the Christmas Vespers in Leipzig which contained several Christmas texts....



Coronation Mass, K. 317 Vocal Score Latin Edition

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 56 pages. Dimensions: 9.6in. x 6.7in. x 0.1in.Otto Taubmanns classic vocal score of Mozarts Coronation Mass was first issued in the early 20th century and has become the standard edition in continuous use by...