



Integrierte Verbandskommunikation (essentials) (German Edition)

Manfred Bruhn

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Verbände haben sich mit einer Vielzahl unterschiedlicher Anspruchsgruppen auseinanderzusetzen. Zudem existieren verschiedene Möglichkeiten der Kommunikation bzw. der Zielgruppenansprache. Die Relevanz einer Integrierten Kommunikation über alle Kommunikationsinstrumente ist daher unbestritten. Der Beitrag zeigt auf, wie die Besonderheiten der Verbandskommunikation im Rahmen einer Integrierten Kommunikation Berücksichtigung finden. Zudem werden Erfolgsbeispiele von Verbänden aufgezeigt, die eine effektive und effiziente Integrierte Kommunikation erfolgreich in der Praxis umsetzen.

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