



# Marken im Social Web: Zur Bedeutung von Marken in Online-Diskursen (German Edition)

*Thomas Heun*

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!Mit dem Bedeutungsgewinn der „neuen“ Medien hat die Bedeutung von Austauschprozessen zwischen Konsumenten für das Marketing und die Markenwissenschaft stark zugenommen. Wissen um die Inhalte der Dialoge und Diskurse im „sozialen Netz“ ist inzwischen essentiell für das Markenmanagement. Im Rahmen dieser Studie wurde ein Verfahren entwickelt, mit dem die zentralen Inhalte von auf Marken bezogenen Kommunikationsakten von Konsumenten analysiert und in Form von grafischen Bildern („Brand Cultural Maps“) abgebildet werden können. Hierzu wurden erstmalig Prinzipien der Diskursanalyse auf Marken angewandt, so dass die limitierte Reichweite von Social Media Monitorings deutlich übertroffen werden konnte.

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