

Brand Eins

Jörg Dräger,Ralph Müller-Eiselt

Value-Oriented Media Management Klaus-Dieter Altmeppen, C. Ann Hollifield, Joost van Loon, 2017-04-27 In the light of a rapidly changing media industry with new technologies, actors and advertising models, and the critical role of media in society, this volume highlights the meaning of different values in media companies and media managers' decisions. It discusses how economic as well as societal values can be equally integrated in media management processes and how such values affect the internal as well as external environment of media companies. The contributions analyze various issues in media management, such as the relationship between quality and audience demand, the role of branding in building values, changes in the value chain, and the impact of deregulation. Further important topics include hypercompetition, mediatization, challenges for media managers and the meaning of corporate social responsibility.

edition brand eins: Gesundheit Peter Lau, Bernhard Bartsch, Johannes Böhme, Dirk Böttcher, Thomas Breulmann, Frank Dahlmann, Susanne Donner, Mareike Enghusen, Ronald Grossarth-Maticek, Søren Harms, Sascha Karberg, Nicola Kuhrt, Wolf Lotter, Andreas Molitor, Stefan Scheytt, Mischa Täubner, Andreas Wenderoth, Christian Weymayr, Eva Wolfangel, 2022-01-14 Wie besiegt man ein Virus? Was können Online-Praxen? Wer hilft Ärzten, wenn sie nicht weiter wissen? Kann Architektur heilen? Lassen sich Tierversuche durch Chips ersetzen? Wie sieht das Krankenhaus der Zukunft aus? Wozu brauchen wir Schulschwestern? Warum sind in den arabischen Ländern so viele Menschen depressiv? Und wie geht das überhaupt: ein gesundes Leben? Die besten Geschichten aus mehr als 20 Jahren brand eins zu den großen Fragen der Gesundheit, die alle beschäftigen – oder auf die man erstmal kommen muss. Mit ungewöhnlichen und inspirierenden Antworten von Praktikern und Visionären, aber ganz ohne Besserwisser. brand eins ist das moderne Medienhaus mit dem Schwerpunkt Wirtschaft. Seit 1999 berichtet es über Menschen und Ideen, die das Leben und die Arbeit, die Gesellschaft und den Planeten besser machen. Gründlich recherchiert und unterhaltsam aufgeschrieben, zeigt es in unterschiedlichen Magazinen und Kanälen jeden Monat, wie sich die Welt verändert und was alles möglich ist. Essentielle Informationsquellen für Macher und Veränderer, die Inspiration suchen und weiter denken.

edition brand eins: Nachhaltigkeit Jens Bergmann, Bert Beyers, Johannes Böhme, Till Briegleb, Frank Dahlmann, Petra Hannen, Anja Jardine, Peter Lau, Oliver Link, Wolf Lotter, Brigitta Palaß, Thomas Ramge, Oliver Ristau, Stefan Scheytt, Bertram Weiß, Harald Willenbrock, 2022-01-14 Wie kriegen wir endlich wirklich fairen Kaffee? Warum sind Familienunternehmen besser beim nachhaltigen Wirtschaften? Woran hapert es bis heute bei Cradle to Cradle? Wie sieht nachhaltige Architektur aus? Was bringt Mülltrennung? Sollten wir häufiger Nein! sagen? Wie lecker ist Insektenschokolade? Was bleibt am Ende übrig? Und überhaupt: warum eigentlich Nachhaltigkeit? Die besten Geschichten aus mehr als 20 Jahren brand eins zu den großen Fragen der Nachhaltigkeit, die alle beschäftigen – oder auf die man erstmal kommen muss. Mit ungewöhnlichen und inspirierenden Antworten von Jeffrey Sachs, Orhan Pamuk, Red Bull und vielen anderen. brand eins ist das moderne Medienhaus mit dem Schwerpunkt Wirtschaft. Seit 1999 berichtet es über Menschen und Ideen, die das Leben und die Arbeit, die Gesellschaft und den Planeten besser machen. Gründlich recherchiert und unterhaltsam aufgeschrieben, zeigt es in unterschiedlichen Magazinen und Kanälen jeden Monat, wie sich die Welt verändert und was alles möglich ist. Essentielle Informationsquellen für Macher und Veränderer, die Inspiration suchen und weiter denken.

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The Crucial Role of Mindsets in Innovation Efforts Malte Krohn, 2022-11-30 Innovation research has investigated the relevance of innovations for organizational competitiveness and the role of innovations for social as well as economic welfare. Accordingly, scholars and practitioners frequently emphasize the innovation processes that lead to desired innovative outcomes. Nevertheless, these innovation processes have to be carried out by motivated individuals. Increasingly, academic literature takes the mindsets of these actors into consideration. However, diverging conceptualizations limit our understanding of the term mindset and the role of individuals' mindsets in organizational innovation efforts. This book aims at opening the "black box" of innovation as a mindset. Linking mindset theories from social psychology to the context of frugal innovation, the author provides rigorous conceptual work on mindsets in innovation. This conceptual research is supported by findings from two empirical studies. This book makes important contributions to theory and practice: to academic research by developing conceptual clarity on understanding innovation as a mindset and providing supportive empirical evidence, and to innovation practice by showing how a detailed understanding of individuals' mindsets can inform evidence-based change interventions.

Just Coffee Thomas Born, 2015-04-21 This book shows a lot of valuable information about coffee, different forms of preparation, personal experience and more. A little history of coffee and some anecdotes complete the introduction. With the glossary, more than 70 pictures and a critical view behind the curtain the author is trying to take you step by step into the world of coffee.

Identity and Strategy Olaf G. Rughase, 2006 This book exemplifies one of the most complete and rigorous examples of scholarship relative to its subject matter that I have ever seen. Russell L. Ackoff, University of Pennsylvania, US This is a book written by someone who makes a living from helping organizations make strategy. It is also, though, written by a scholar someone who has thought hard about the topic and knows what other scholars think. This mix makes a book that is both thorough, well argued, and yet of great significance for consultants and managers. It unashamedly takes an inside-out view of strategy making, and this is what makes it so practical. It focuses on what those who manage want to do with their organization, rather than on some notion of what they should do. The book takes the field of

strategic management forward by bringing theory and practice together more management writing needs to come from practitioner scholars. Colin Eden, University of Strathclyde Graduate School of Business, UK Olaf Rughase successfully unlocks important insights for creative market strategy development by linking it to central ideas about organizational identity. He provides a compelling theoretical rationale and useful practical process insights for how to induce creative market strategy formation through articulating current desired organizational identities. The book is clearly written, the claims well documented and well illustrated, providing a fresh and useful perspective on how to enable market strategies that work. Jane E. Dutton, University of Michigan, US In his well-researched book, Olaf Rughase introduces a new element into the concept of strategy which has so far been neglected to a surprising degree: the human factor. Strategy development certainly consists of data research, analysis and synthesis but after all, it is at least as much driven by fear and hope, will and might, the vision and the experience of the people involved. Only approaches that take this into account can claim any relevance for real-life strategy making. Viewed in this light, Olaf Rughase's book fills a gaping hole in the existing world of strategic thinking. Jörg Fengler, Management Consultancy, E.ON Ruhrgas AG, Germany Theorists and practitioners often underestimate the subtlety of each others thinking. Rughase's work engages seriously with both groups, and as a result is both deep and thoroughly practical. This is a genuinely original contribution. David Sims, Cass Business School, London, UK . . . this book is not just an academic treatise. Its insights grow out of facilitating strategy making, and one of these experiences is described in some detail. There are many practical observations to be found here. Political realities are acknowledged. Alternative paths anticipated. The ideas advanced here are, in combination, a genuine departure from past efforts. The theoretic development, which moves back and forth from experience to academic explanation, is convincing. From the foreword by Anne S. Huff This groundbreaking book explores the relationship between organizational identity and strategy and proposes a practical strategy making process that helps to avoid the typical pitfalls in strategic change processes. In doing so, the author bridges an important gap in management and strategy literature and explains how to practically link content and process when designing market strategies. A new conceptual framework is also presented which emphasizes the importance and dynamics of organizational identity and corresponding time discrepancies for strategy making. Whilst most strategists use the economically and analytically best strategy as a measure, Olaf Rughase introduces a new measure for strategy making that takes personal feelings, values and aspirations of organizational members into account. Claiming that individually desired organizational identities which can be seen as individual visions give direction, motivation and impetus for strategy action and developme

Power Brands Hajo Riesenbeck, Jesko Perrey, 2009-01-09 The McKinsey BrandMatics concept will show you how brands can be systematically managed. The individual tools and detailed concepts are organized into three topic areas: measuring, making, and managing power brands.

On the Brink of Utopia Thomas Ramge, Rafael Laguna De La Vera, 2024-04-30 A new and coherent framework for fostering the breakthrough innovations that we urgently need to confront our collective future. We live in less innovative times than we think. Despite having made major technological advancements in a few areas, we are still left with enormous unsolved challenges. A radical shift in the culture of innovation is needed. On the Brink of Utopia, by authors Thomas Ramge and Rafael Laguna de la Vera, and with a foreword written by Nobel Laureate Stefan Hell, offers just that—a new and coherent framework for fostering breakthrough innovations for human progress. In their “Innovation Leap Paradigm,” they present seven steps in seven chapters and answer three simple questions: What great challenges need to be tackled? Who makes tech leaps? And finally, what political, economic, and cultural environments foster radical innovation? The authors sketch out a future in which technology will solve real problems, anywhere from climate change and hunger to obesity and menstrual pain. They envision a future in which biotechnologists work from a platform that enables them to develop effective drugs within months for any emerging virus, where green energy will be too cheap to meter and aerial carbon can be transmuted into a valuable commodity at scale. Offering a new perspective on innovation that centers not just American readers but also readers from all over the world, On the Brink of Utopia is a hopeful and visionary book that reimagines the roles of innovators, citizens, governments, and financial markets to foster innovation leaps that maximize the well-being of the greatest number of people.

The Illusion of Invincibility Paul Williams, Andreas Krebs, 2019-11-19 “With clever use of a historical perspective” this business leadership guide offers “insightful and innovative” advice on building and sustaining success (Philip Anshutz, businessman and owner of Coachella). In The Illusion of Invincibility, Paul Williams and Andreas Krebs offer a myth-busting look at the stories we tell ourselves about business success. With examples from organizations of all kinds—including fallen giants like Nokia, AOL and Blockbuster—they explore the secrets to clear-eyed, value-driven leadership. Beyond this, they offer some surprising lessons inspired by the Ancient Incas, one of history’s greatest civilizations. The Illusion of Invincibility is a practical guide to business leadership in the age of disruption. Each chapter includes a “stress test” to help readers to take an honest look at their own organization—and themselves. It’s a smart, funny, and radical look at how to build and sustain a great organization, inspired by those who have done it well...in today’s world and five hundred years ago.

Perceived Brand Localness Jörg Igelbrink, 2019-11-27 Jörg Igelbrink’s study provides the disclosure of a comprehensive explanation approach of the consumers purchase motivation and attitude towards local fashion brands. The structure equation model reveals six direct impacts on the consumers LFB attitude. The author’s findings identify a new consumer typology presenting a model of four positive consumer-attitude-types such as the influencing Realign Performance Advocates. In the research field of consumer behaviour the new consumer typology illustrates both the consumer purchase motivation and derived local fashion brand positioning.

Lateral Management Roland Geschwill, Martina Nieswandt, 2020-06-01 This book highlights lateral management as the answer to the strategic opportunities and challenges posed by digital transformation. Digitalization is now changing the economy and society as dramatically as the dawn of electrification a century ago. Production methods, products, sales structures, marketing, and even markets themselves are set to change in the digital era. In addition to introducing readers to the concept of lateral management, and detailing the structure and functioning of 'lateral companies', the authors show how leadership and cooperation norms carried over from the 20th century need to be adapted for the digital era. They demonstrate the opportunities that digitalization offers companies, employees and managers in terms of enhancing their freedom, individuality, job diversity, and creative and innovative power. The authors also provide a unique management instrument, the 'Lateral Culture Index®', which measures the hierarchies of leadership; provide new benchmarks; and identify seven essential factors for lateral companies. Readers will learn

how to implement lateral management in their companies and be familiarized with the instruments that can help them do so.

Ambidextrous Leadership Julia Duwe, 2021-11-20 This book prepares leaders for fundamental change processes of organizations. In times of radical changes and unplanned crises, ambidexterity has become a key competence of global companies. Ambidextrous organizations manage to improve their core business, while at the same time opening up new business fields for the future. To unlock innovation next to the running business, it is essential for leaders to be ambidextrous. How these balanced leaders can operate with two different styles is demonstrated in numerous practical examples and tips for successful implementation. The book illustrates how the trade-off can be turned into an elegant balancing act. Learn how to become an ambidextrous leader in this standard work on ambidexterity and leadership. · Ambidexterity as a leadership approach for the digital transformation · Consciously shaping the digital change process · Enabling leaps in innovation · Driving evolution and revolution simultaneously · The relevance of ambidextrous leadership in times of crisis The book provides easy-to-implement courses of action for executives to consciously and actively shape change, to inspire people in companies to release their creative potential and to make the leap into the future as an organization. The book also addresses the consequences of the COVID-19 pandemic on crisis management. It documents how ambidextrous leadership skills are becoming a key competence in times of crisis.

Power Brands Jesko Perrey, Tjark Freundt, Dennis Spillecke, 2015-04-27 Brand success can be managed What distinguishes a brand-name product from no-name competitors? How can companies assess and enhance the value of their brands? What steps can executives take to manage their brands successfully? Reliable answers to these and other questions can be found with the proven BrandMatics-Konzept from McKinsey. Now in its third revised and enhanced edition, Power Brands incorporates many recent advances in the field: New research on the evolution of brand relevance - both in B2C and B2B. Two modular additions to the proven brand purchase funnel framework. All-new chapters on brand delivery, MROI, and digital brand management. Dozens of new case studies - from insights generation to brand promise definition. Six new in-depth interviews with distinguished international brand managers.

Cognitive Sociolinguistics Gitte Kristiansen, René Dirven, 2008-11-06 A union of Cognitive Linguistics and Sociolinguistics was bound to happen. Both proclaim a usage-based approach to language and aim to analyse actual language use in objective ways. Whereas Sociolinguistics is by nature on the outlook for language in its variety, CL can no longer afford to ignore social variation in language as it manifests itself in the usage data. Nor can it fail to adopt an empirical methodology that reflects variation as it actually occurs, beyond the limited knowledge of the individual observer. Conversely, while CL can only benefit from a heightened sensitivity to social aspects, the rich, bottom-up theoretical framework it has developed is likely to contribute to a much better understanding of the meaning of variationist phenomena. The volume brings together fifteen chapters written by prominent scholars testifying of rich empirical and theoretizing research into the social aspects of language variation. Taking a broad view on Cognitive Sociolinguistics, the volume covers three main areas: corpus-based research on language variation, cognitive cultural models, and the ideologies of sociopolitical and socio-economic systems.

Kunst und Geld Tamara Bodden, 2023-11-06

Beyond Narrative Sebastian M. Herrmann, Katja Kanzler, Stefan Schubert, 2022-05-31 This book calls for an investigation of the ›borderlands of narrativity‹ – the complex and culturally productive area where the symbolic form of narrative meets other symbolic logics, such as data(base), play, spectacle, or ritual. It opens up a conversation about the ›beyond‹ of narrative, about the myriad constellations in which narrativity interlaces with, rubs against, or morphs into the principles of other forms. To conceptualize these borderlands, the book introduces the notion of »narrative liminality,« which the 16 articles utilize to engage literature, popular culture, digital technology, historical artifacts, and other kinds of texts from a time span of close to 200 years.

User Generated Branding Ulrike Arnhold, 2010-11-22 From a brand management perspective Ulrike Arnhold analyses the impact of interactive marketing programmes in Web 2.0, evaluating user generated content as a tool of the brand communication mix.

Identity-Based Brand Management Christoph Burmann, Nicola-Maria Riley, Tilo Halaszovich, Michael Schade, Kristina Klein, Rico Piehler, 2023-03-13 This textbook provides a comprehensive overview of identity-based brand management based on current research. The authors focus on the design of the brand identity, which covers the internal perspective of brand management, and the resulting external brand image perceived by consumers and other audiences. The book covers topics such as brand positioning, the design of the brand architecture and brand elements, the management of brand touchpoints and the customer journey, as well as multi-sensory brand management and brand management in a digital environment. Further topics covered are international brand management, brand management in the retail sector, in social media and on digital brand platforms (electronic marketplaces). Numerous practical examples illustrate the applicability of the concept of identity-based brand management. The authors show that the concept of identity-based brand management is a valuable management model to make brands successful. In the 2nd edition, all chapters were fundamentally revised and up-to-date practical examples as well as latest research findings were added. Additional material is available via an app: Download the Springer Nature Flashcards App and use exclusive content to test your knowledge.

We Humans and the Intelligent Machines Jörg Dräger, Ralph Müller-Eiselt, 2020-04-09 Defeat cancer before it develops. Prevent crime before it happens. Get the perfect job without having to know the right people. Algorithms turn long-wished-for dreams into reality. At the same time, they can weaken solidarity in healthcare systems, lead to discriminatory court judgements and exclude individuals from the labor market. Algorithms are already deeply determining our lives. This book uses illuminating examples to describe the opportunities and risks machine-based decision-making presents for each of us. It also offers specific suggestions for ensuring artificial intelligence serves society as it should.

Reviewing **Brand Eins**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**Brand Eins**," an enthralling opus penned by a highly acclaimed wordsmith, readers set about an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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