



Impression Management (German Edition)

Gerrit Fiona Wenzel

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Studienarbeit aus dem Jahr 2006 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 2, Alpen-Adria-Universität Klagenfurt (Publizistik und Kommunikationswissenschaft), Veranstaltung: Seminar zur Organisationskommunikation, Sprache: Deutsch, Abstract: Als erstes wird der Begriff sowie die Theorie des Impression Managements erläutert. Im darauf folgenden Kapitel werde ich verschiedene Taktiken und Strategien erklären und das Vier-Felder-Schema vorstellen. Um die theoretischen Aufstellungen abzurunden, werde ich diese mit praktischen Beispielen unterlegen, um so Theorie und Praxis zu verbinden und es anschaulicher zu gestalten.

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