



Ethno Marketing: Interkulturelle Aspekte (German Edition)

Robert Wünsche

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Seit einem halben Jahrhundert leben ausländische Gastarbeiter und deren Familien in Deutschland. Mit der Entscheidung für einen dauerhaften Aufenthalt in Deutschland erfolgte die Änderung des Gastarbeiter-Status zum Migranten. Sie wohnen nicht nur hier, sondern zahlen auch in die Sozialversicherung ein und konsumieren in Deutschland. Unternehmen und Ethno Marketing Agenturen versuchen seit geraumer Zeit verstärkt, diese Menschen mit speziell zugeschnittenen Werbekonzepten zu erreichen. Robert Wünsche zeigt die interkulturellen Aspekte/Problemfelder, die sich im Ethno-Marketing ergeben.

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