



Konjunkturflaute erfasst die Werbebranche (German Edition)

K. Zirkel

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Deutschland schlittert in eine Rezession, zahlreiche Unternehmen kürzen derzeit ihre Werbeetats. Im laufenden Jahr gingen die Werbeinvestitionen laut ZAW um 0,5 Prozent zurück, für 2009 wird ein Rückgang um ein bis zwei Prozent erwartet. Unternehmen setzen derzeit verstärkt Werbung ein, die einen schnellen Return on Investment verspricht.

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