



Corporate Identity (German Edition)

Julia Schroeter

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Studienarbeit aus dem Jahr 2002 im Fachbereich Medien / Kommunikation - Medienökonomie, -management, Note: 1,7, Universität der Künste Berlin (Gesellschafts- und Wirtschaftskommunikation), Veranstaltung: PR und Strategie , 9 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die Corporate Identity ist als Schlüssel zum Unternehmenserfolg heutzutage in aller Munde. Es wurden in den letzten Jahren zahlreiche Bücher zu diesem Thema veröffentlicht und es gibt nur noch wenige Werbeagenturen, Unternehmensberatungen oder Grafikbüros, die Corporate Identity nicht in ihrem Leistungsportfolio führen.

Doch was ist Corporate Identity eigentlich genau? Warum wird ihr gerade heutzutage so eine große Bedeutung beigemessen? Inwiefern ist die Corporate Identity als Schlüssel zum Unternehmenserfolg anzusehen? Was sind ihre Ziele? Was unterscheidet die Corporate Identity vom Corporate Image? Und nicht zuletzt die Frage: Ist eine Corporate Identity Luxus oder gar zwingend notwendig für ein Unternehmen?

All diesen Fragen möchte ich in dieser Hausarbeit auf den Grund gehen, denn jeder den ich zum Thema Corporate Identity befragt habe, hatte zwar eine ungefähre Ahnung, um was es geht, aber alles belief sich letztendlich immer nur auf fragmentarisches Einzelwissen, Thesen oder Vermutungen. In der Fachliteratur ist dies übrigens nicht viel anders. Es gibt weder eine einheitliche Sichtweise darüber, was Corporate Identity eigentlich ist noch wie sie professionell gestaltet wird. Wird das Vorgehen überhaupt beschrieben, sind sich die Autoren darüber uneins.

Ich habe mir das Ziel gesetzt, verschiedene Teilaspekte dieses komplexen Themas herauszugreifen, um sie wie Puzzleteile zu einem ersten Bild abzurunden. Diese Arbeit schreibe ich für all diejenigen, denen es genauso geht wie mir: Ich möchte einen Überblick und einen Einstieg in dieses große Thema gewinnen, damit ich, wenn mich mal einer fragt, was Corporate Identity eigentlich ist, ihm eine „runde“ Antwort geben kann.

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