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*Uwe Munzinger, Christiane Wenhart*

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Markenerlebnisse sind die neue Leitwährung in der Markenführung. Das Buch fasst den internationalen Wissensstand zum Thema Markenerlebnisse zusammen und entwickelt ein umsetzungsorientiertes Modell für das Management von Markenerlebnissen. Es vereint und nutzt die Erkenntnisse aus Verhaltenswissenschaft, Neurophysiologie, Marketing- und Kommunikationsforschung sowie Betriebswirtschaft zur gezielten Erhöhung der Wirksamkeit von Markenerlebnissen. Das Buch vermittelt die Anwendung dieses Wissens mit zahlreichen aktuellen Beispielen und Tipps aus und für die Praxis. So können Leser am Ende des Buches anhand einfacher Checklisten ihre Markenerlebnis-Strategien sowie einzelne Markenerlebnisse bezüglich der relevanten Erfolgskriterien überprüfen und auf einer speziellen Microsite unmittelbar benchmarken.

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