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INTERNATIONAL ONLINE MARKETING COMMUNICATION STRATEGIES OF GLOBAL PLAYERS. A LINGUISTIC STUDY WITH SPECIAL REFERENCE TO T-MOBILE (PAPERBACK)



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GRIN Verlag, United States, 2015. Paperback. Book Condition: New. Auflage.. 210 x 148 mm. Language: English . Brand New Book ***** Print on Demand *****.Diploma Thesis from the year 2002 in the subject English Language and Literature Studies - Linguistics, grade: Sehr Gut, Klagenfurt University, language: English, abstract: The purpose of this study is to analyse the international online marketing communication strategies of a mobile communications provider that has recently gone global from a linguistic point of view. This field of business has so far operated on a local level; through the merger of various companies operating on a national level to form the global player T-Mobile this has become an international business. The present study will compare the linguistic implementation of T-Mobile s online marketing communication strategies on the corporate as well as two local Internet sites and attempt to filter out possible cross-cultural differences. Since an analysis of all relevant media would deserve more consideration than the purpose and length of this thesis allow, I wish to focus on just one media, the Internet, as this communication channel is exemplar of the open-strategy approach of international marketing communications.



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