

The Significance of Branding within the German Beer Culture



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GRIN Verlag Aug 2009, 2009. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2008 in the subject Communications - Public Relations, Advertising, Marketing, printed single-sided, grade: 1,0, European University Viadrina Frankfurt (Oder), language: English, abstract: In the seminar Cultural Branding, that was conducted by Dr. Marcin Poprawski, we discussed the connections and intersections of the two topics culture and brands, as the title of the seminar suggests. We dealt with culture mainly as national culture and with brands mainly as product brands. The nation that I want to examine in this paper is the German nation, the product that I want to examine is beer. A first connection between Germany and beer is obvious. Beer is part and parcel of the German culture. In the first chapter of this paper, I want to illustrate how significant the factor beer is for the identity of Germany and Germans. It will also be shown how people from foreign countries perceive the connection between Germans and beer and how they value German beer. Starting from these results, it will be explained how the self-perception and the perception by others of Germany and its culture is historically rooted. After this short look back on the German history, we will focus on the present time. The contemporary German beer market will be described. I will give some facts and figures about the German beer market as a whole and also about the size and the productivity of individual breweries. Following that, I will draw the attention on the variety of types of beer that are produced in Germany. During the examination of the variety, we will find out that certain types of beer are preferred in certain regions in Germany....



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