



Marketing in Second Life: Besser als im richtigen Leben? (German Edition)

E. Krug

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Unternehmen entdecken Second Life (SL) als innovative Marktlücke, in der neue Geschäftsformen und neue Marketingmethoden getestet werden können. Marketingexperten sehen in Second Life einen neuen Erfolg versprechenden Vertriebskanal für junge Konsumenten. Nicht alle SL-Marketingexperimente sind erfolgreich. Manche erregen nur kurz die Aufmerksamkeit und sind relativ schnell wieder vergessen.

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