



# PR Und Marketing Am Beispiel Von Harry Potter (German Edition)

*Wladimir Danilow*

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Studienarbeit aus dem Jahr 2011 im Fachbereich Germanistik - Neuere Deutsche Literatur, Note: 1,0, Universität Osnabrück, Sprache: Deutsch, Abstract: Die Geschichte, die sich um das Leben eines Zauberschülers dreht, begann Ende der 90 Jahre in England, und schon bald waren „Harry Potter“-Bücher aus Millionen Haushalten weltweit nicht mehr wegzudenken. Der überwältigende Erfolg der englischen Autorin liegt sicherlich zum großen Teil natürlich in der Geschichte selbst. Die von Rowling erschaffene Zauberwelt fasziniert Jung und Alt. Andererseits darf keinesfalls die Maschinerie hinter dem Buch übersehen werden. Der Erfolg verdanke sich auch den Gesetzen des modernen Marktes, der Kommunikations- und Austauschprozesse koordiniere, so Bergenthal. Diese Prozesse schließen nicht nur eine aufwendige Werbung der Bücher ein. Dazu gehört neben den unterschiedlichsten Fanartikel nicht zuletzt auch eine geschickte Inszenierung des Lebens der Autorin. Ebenfalls soll der deutsche Verlag, der für die Verbreitung der deutschsprachigen Ausgabe verantwortlich ist, in dieser Arbeit vorgestellt werden. Schließlich wird im letzten Kapitel auch die Kritik an dem Über-Bestseller betrachtet.

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