



# Werbung im Web: Das Comeback (German Edition)

*E. Krug*

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## **Werbung im Web: Das Comeback (German Edition)** E. Krug

Die Werbung im Internet erlebt eine Renaissance. Trotz einer allgemeinen Flaute in der Werbebranche kann sich die Online-Werbung hoher Zuwächse erfreuen. (1) , Im Medienschungel liegt das Internet auf Platz drei hinter Radio und TV. Es etabliert sich somit zunehmend, vor allem im Rahmen crossmedialen Marketings, als das Werbemedium der Zukunft. (2) , (3) Rechtlich bewegt sich die Online-Werbung nach wie vor auf unsicherem Terrain, da die vielseitigen und unterschiedlichsten Möglichkeiten, online zu werben, nicht immer eindeutig gesetzlich geregelt sind.

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