

The background features a stylized line graph with two lines: a black line and a red line. Both lines show an overall upward trend with some fluctuations. The black line starts at a low point on the left, rises sharply to a peak, dips, and then rises again to a higher peak on the right. The red line follows a similar pattern but at a lower level, also starting low, rising to a peak, dipping, and then rising again. The lines are thick and have a slight 3D effect.

International Agenda Setting Conference

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Media • Analysis • Impact
Strategic Media Intelligence



MEDIA TENOR

DAX 30

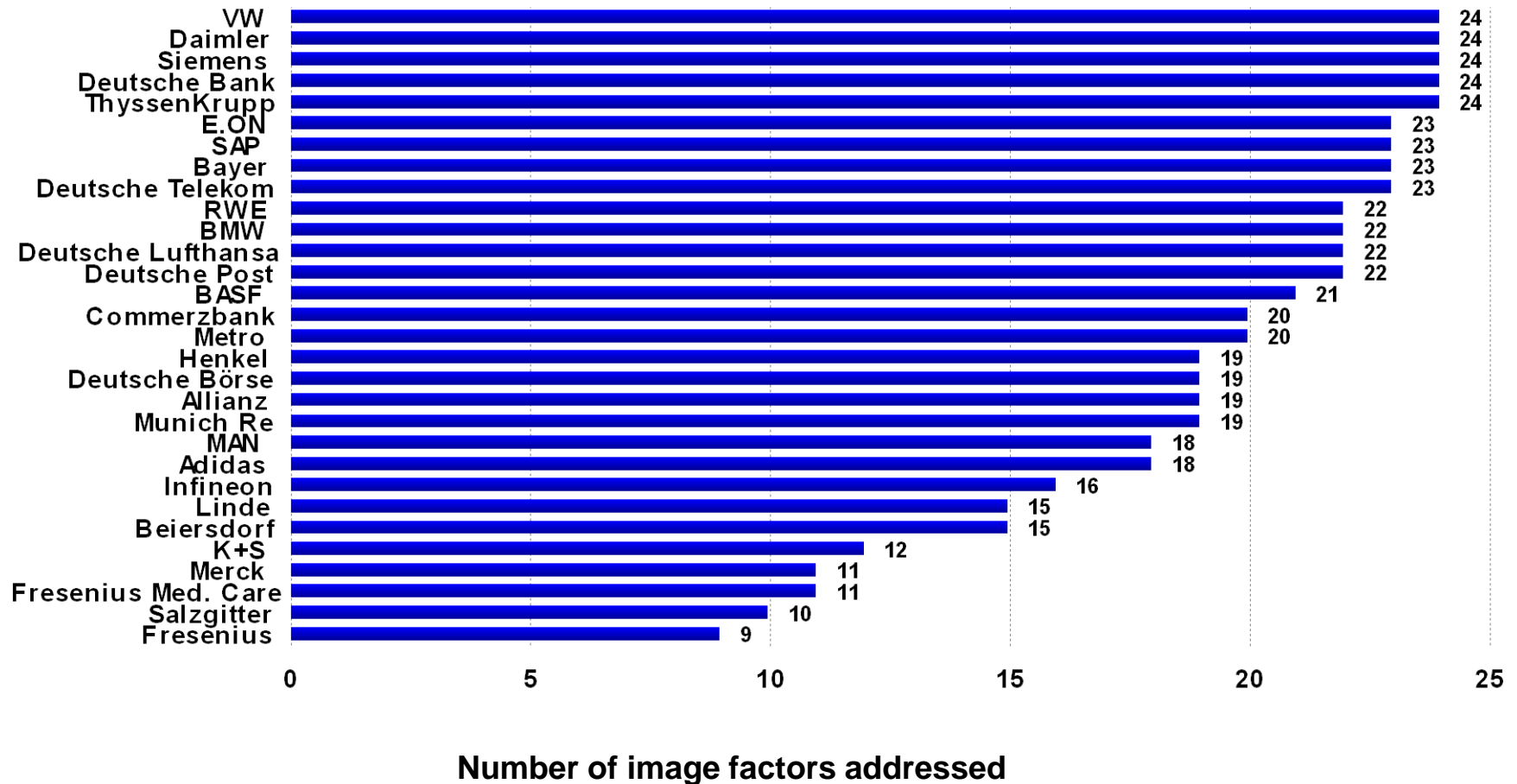
Award



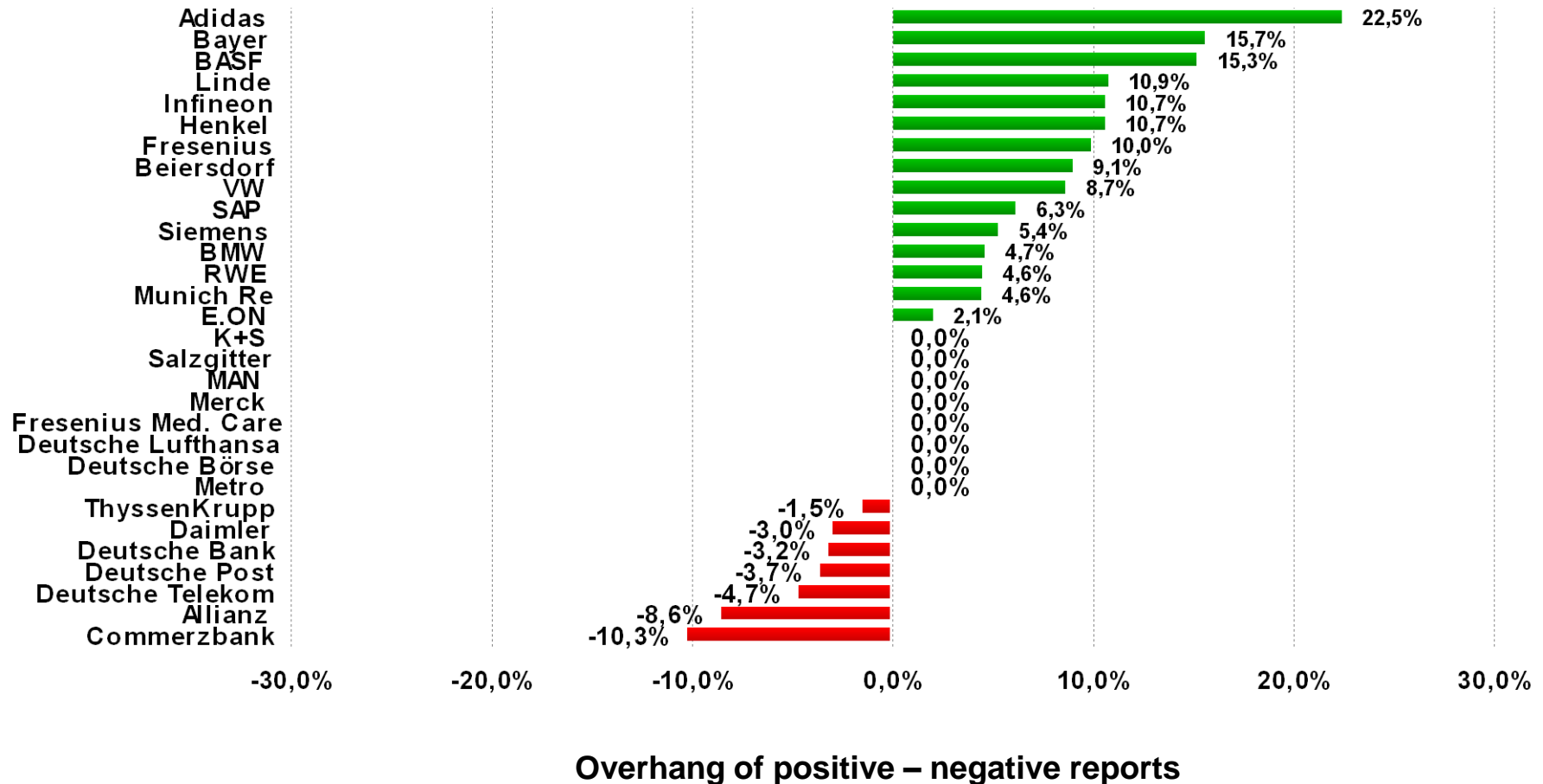
Basis: 23,666 reports
about DAX companies/managers in 30 media

07/2009-06/2010

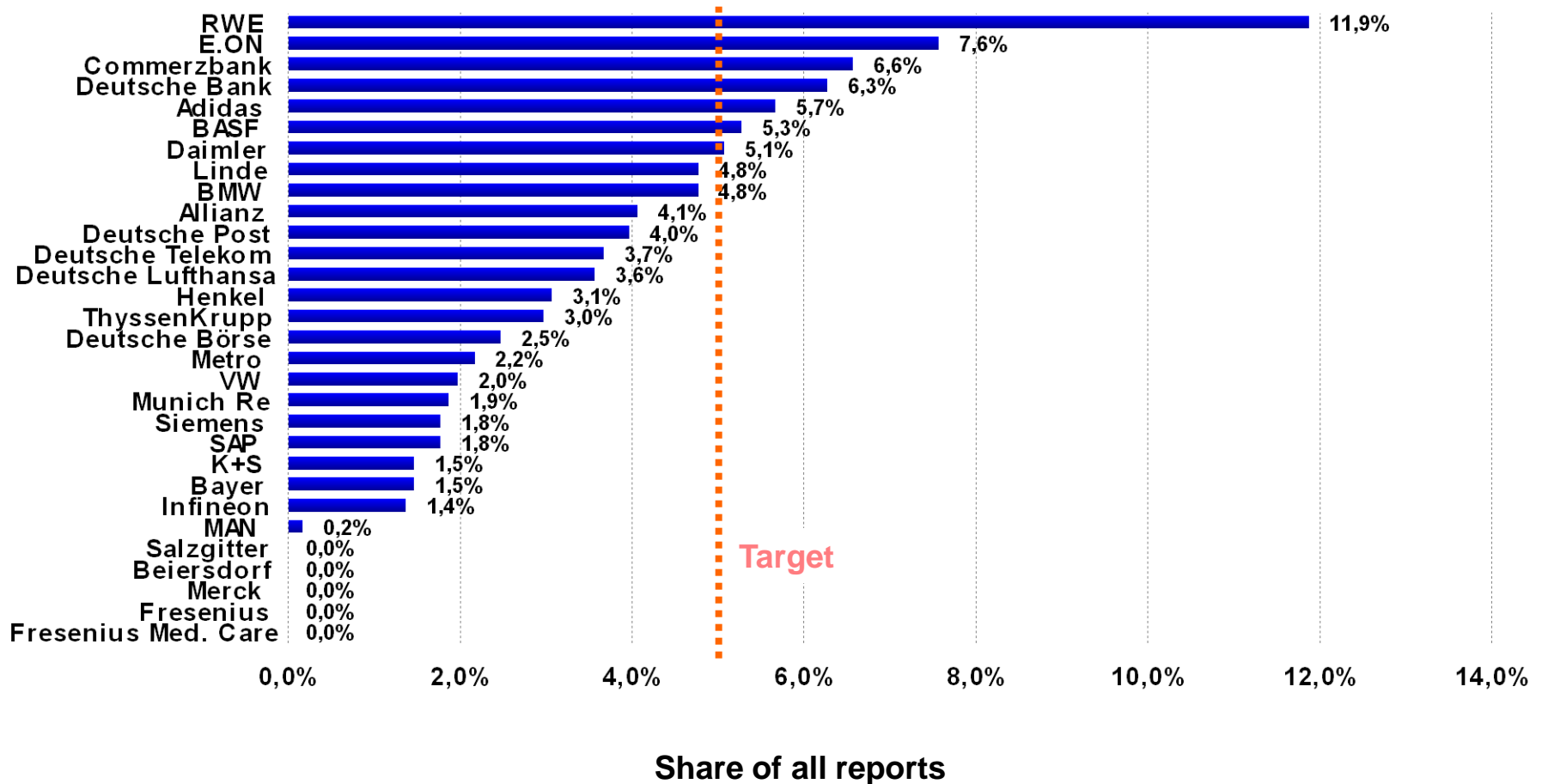
Chemicals and Pharma are weakening in diversity



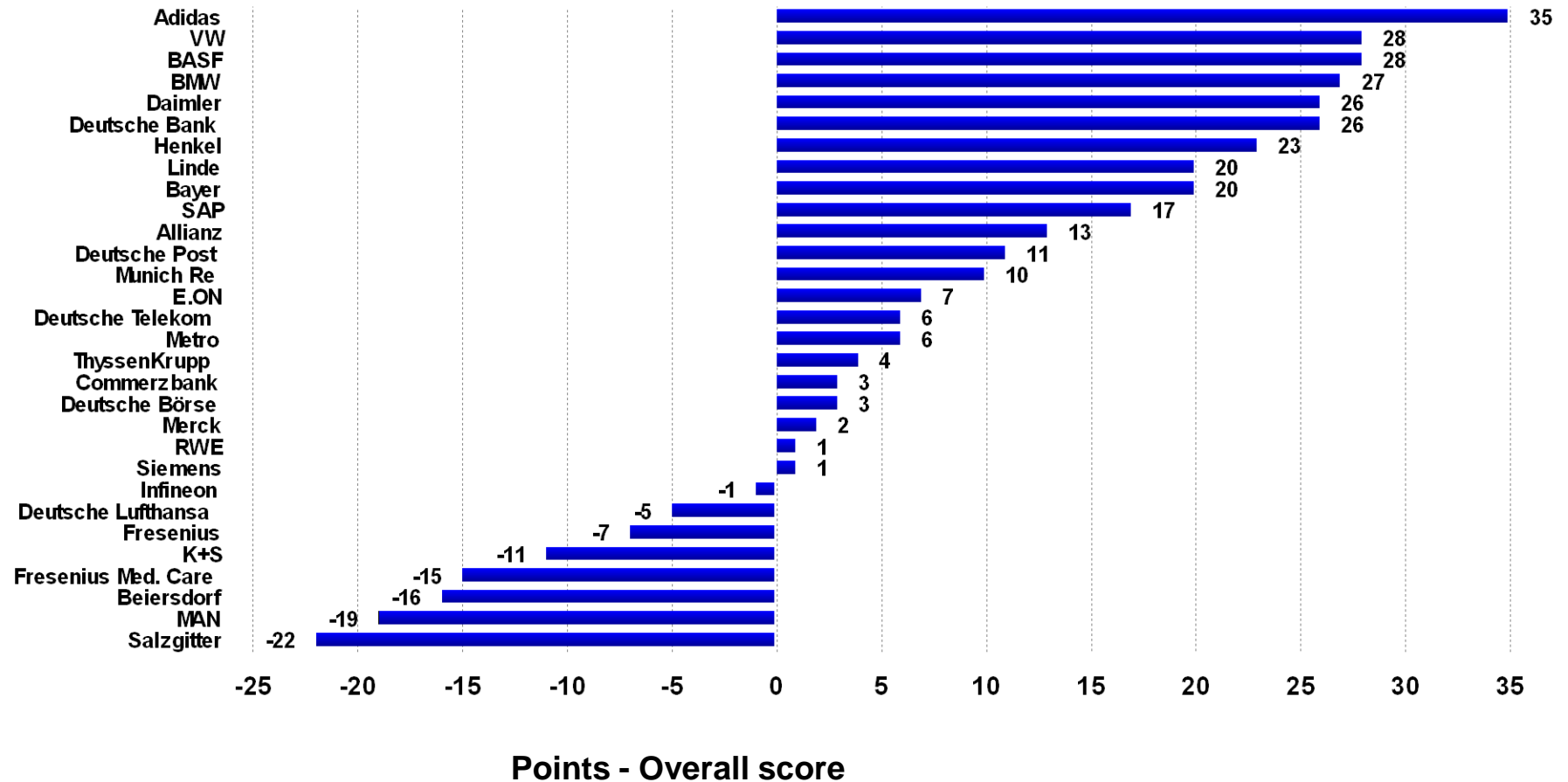
Tour de force: executives as assets for reputation



Energy companies exceed too much



Adidas outstrips its competitors



A stylized line graph with two lines, one black and one red, both showing an upward trend. The lines are thick and have a slight 3D effect. The background is a light gray gradient.

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AWARD



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A stylized line graph with two lines, one black and one red, both showing an upward trend. The lines are thick and have a slight 3D effect. The background is a gradient from light gray to dark gray.

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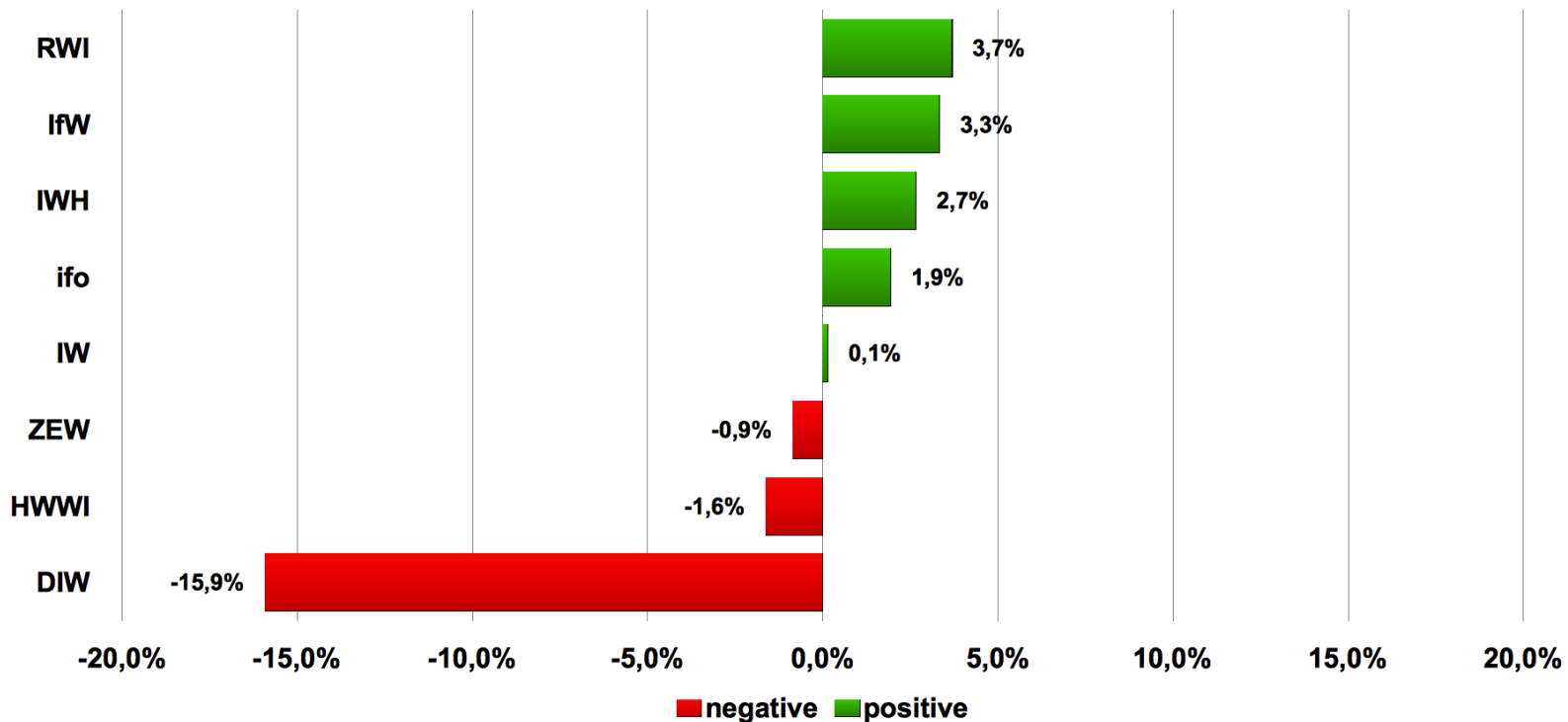
Economic Think Tanks Award



Basis: 5,651 reports about 8 economic think tanks
 in 39 media

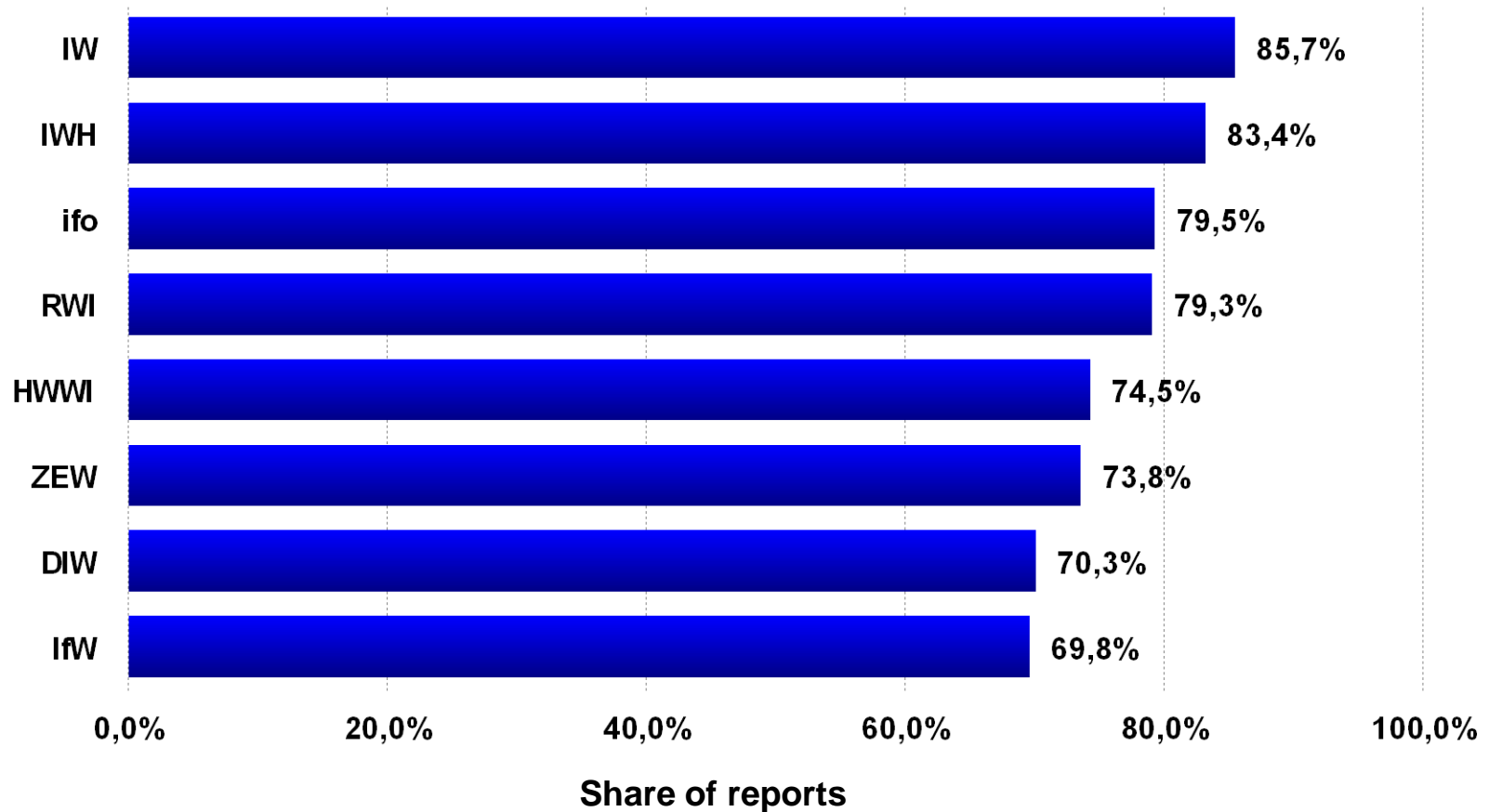
07/2009-06/2010

DIW has to cope with critical reporting

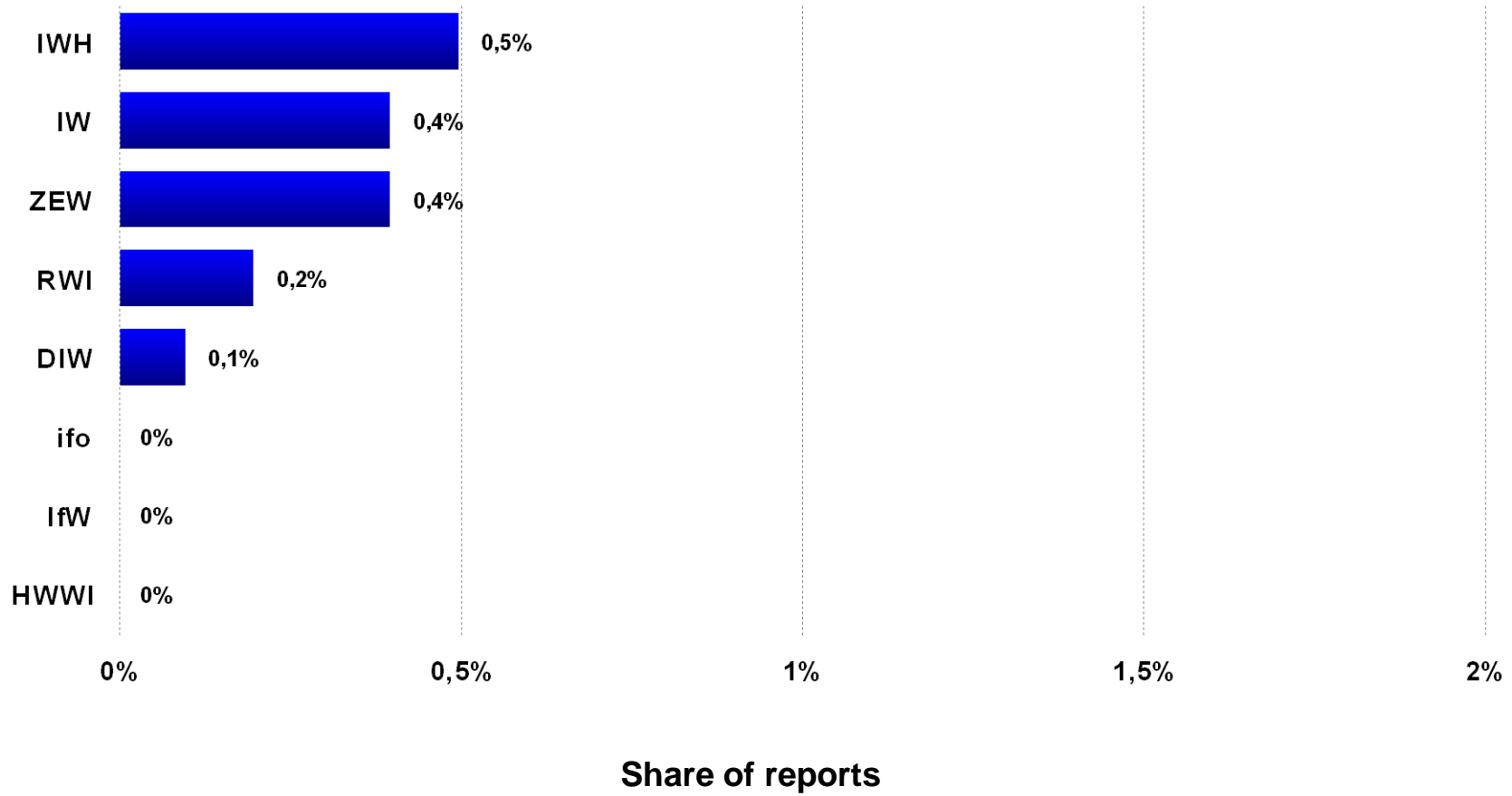


share of positive – negative reports

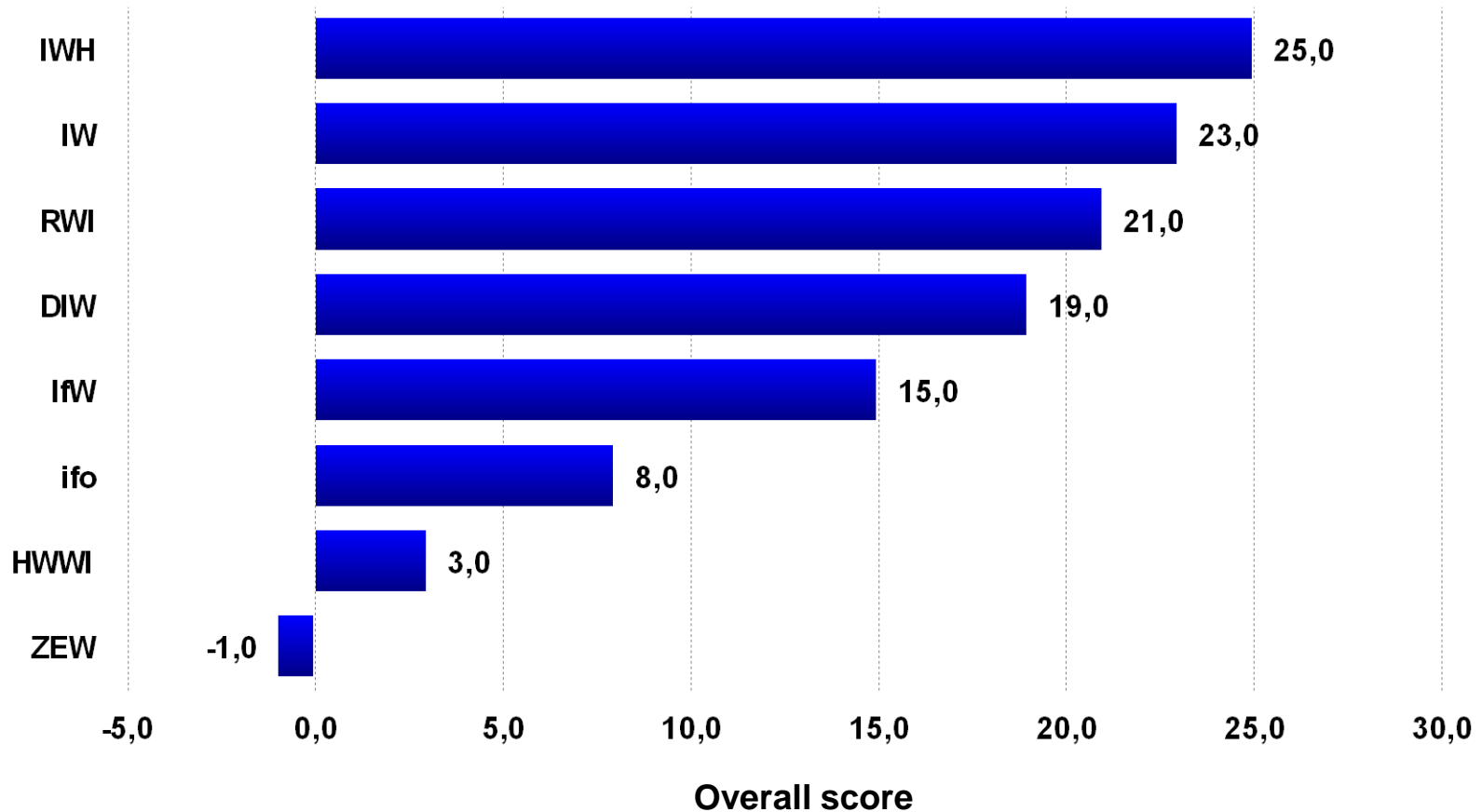
High share of voice a trademark



Innovation too often ignored



IWH outstrips its competitors



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