

Das Jahr 2021

Dr. Rudolf Stückler, Marketingmanager der AMA, lässt das Jahr 2021 Revue passieren.



@YVY'?'c`Y[]bbYb'i bX'?'c`Y[Yb'

5i W\`XUg'`J\`f'&\$&%`ghUbX`ja `6Ubb`XYf'7cfcbU!9d]XYa]Y"BUW\`
Y]bYf`Y]W\hYb`Bcfa U`]g]Yfi b[`]b`XYb`YfghYb`XfY]'E i UfhU`YbžZc`[h
k]YXYf`Y]bY`gW\k]Yf][Y`D\UgY`a]h`bYi Yf`]W\Yb`6YgW\fÀb_i b[Yb"
8]Y`@U[Y`V`Y]Vh'gc a]h`Ub[YgdUbbh`U`YfX]b[g`_ca a h`Yg`ni
_Y]bYb`<Ua ghYf_Ài ZYb`a Y\fžXU`X]Y'?'cbgi a YbhYb`i bgYfYf
@YVYbga]hhY`j Yfgcf[i b[`j YfhfUi Yb"

F Y[]cbU`Y`@YVYbga]hhY`YfnÀ\`Yb`Y]bY
; YgW\]W\hY

8]Y'6YXYi hi b['XYf'FY[]cbU`]hÅh'YffY]W`h'i b[YU`b hY' < Ò\Yb" `B]W`h
bi f'Ui g'; fØbXYb'XYf'B UW`U`h][_Y]h'i bX'Gc`]XUf]hÅh'[Y[YbØVYf
i bgYfYf'f@UbX!Ek]fhgW`UZh'g]bX`Y]a]gW`Y'@YVYbga]hhY``cW`]a
?i fg" `FY[]cbU`Yb'@YVYbga]hhY`b' [Y`hYb'U`g'g]W`Yf'i bX'Ui »YfXYa
YfnÅ`Yb'g]Y'i bg'Y]bY'; YgW`]W`hY" `8Ybb']a a Yf'a Y`f'A YbgW`Yb
k i fXY`VYk i gghž'k]Y'k]W`h]['Y]bY'b UW`U`h][Y'i bX'Ui hUf_ Y
J Yfgcf[i b['a]h'; fi bXbU`fi b[ga]hhY``ZØf'X]Y'Ni _i bZh']gh" `5``XUg
ghY][Yfh'X]Y'K YfhgW`Åhni b['i bX'XfÅb[h'XUg'DfY]gUf[i a Ybh']b'X]Y
nk Y]hY'FY]\Y"

Æ'XYb'_ca a YbXYb' ð\Yb'k YfXYb'i bg'YXcW`bcW`j]Y`Y'k Y]hYfY
H\Ya Yb'a Ugg]j 'VYgW`ÅZh][Yb" `ÆW`XYb_Y'XUVY]Yhk U'Ub'X]Y
H]Yfk c`!8]g_i gg]cb']b'XYf'B i hnh]Yf\U`hi b[' 'Ub[YZUb[Yb'j cb
VYggYfYb' < U`hi b[gZcfa Yb'ØVYf'6Y\UbX'i b[ga Yh`cXYb'V]g`\]b
ni f'; J C!ZF]Yb': ØhhYfi b[" `5i W`X]Y'g]W`g][b]Z_Ubh'ÅbXYfbXYb
?cbgi a [Yk c`b\Y]hYb'XYf'6Yj Ò_Yfi b[' 'Gh]W`k cfh' : `Yi]hUf]Yf
` \UVYb'Y]bYb'k YgYbh']W`Yb'9]bZi gg'Ui Z'X]Y'9bhk]W`i b['i bgYfYg
GY_hcfg"

8 Ug`c`Y'5VgUhn b]j YUi

8]Y`\Yi f][Y'A Uf_hYbhk]W`i b['ja' : UW`!`i bX'@YVYbga]hhY``UbXY`
nY][hž'XUgg'XUg`c`Y'5VgUhn b]j YUi 'XYg'J cf\YfYg'V]g'Ub[
[Y\U`hYb'k YfXYb'_Ubb" `Gck c``X]Y'a Yb[Yb!`U`g'Ui W`X]Y
k Yfha `Å»][Yb'5VgÅhY``]Y[Yb'i a 'fi bX'nY`b'DfcnYbh'ØVYf'XYa
B]j YUi 'j cf'XYf'7cfcbU! ?f]gY" `A]hhY`Zf]gh]['k ÅfY'ni 'k ØbgW`Ybž
XUgg'k]f'X]YgY'A Uf_hYbhk]W`i b['i bhYfa Ui Yfb'_ØbbYb"
B]W`h'ni `Yhnh'a ØggYb'k]f'i bg'dfcU_h]j 'a]h'XYb'Ui Z'XYb'A Uf_h
XfÅb[YbXYb'U`hYfbUh]j Yb': `Y]gW`YfnYi [b]ggYb
Ui gY]bUbXYfgYhnhYb" `GY\Yb'k]f': `Y]gW`YfgUhd'fcXi _hYž'gY]Yb'g]Y
Ui Z'dZUb n`]W`Yf'cXYf'ÆgY_hYbVUg]g'gck]Y' Æ!J]hfc!: `Y]gW`'b]W`h
U`g'[fc»Y'; YZU`fž'gcbXYfb'U`g'7\UbW`i bX'<YfUi gZcfXYfi b["

Æ'X]YgYa 'G]bbY'k ØbgW`Y']W`i bgž'XUgg'k]f'a]h'Ni j Yfg]W`h']b'X]Y
Ni _i bZh'gW`Ui Ybž'X]Y`Yfa Y``cW`_fYa dY'b'i bX'X]Y'UbghY`YbXYb
<YfUi gZcfXYfi b[Yb'[Ya Y]bgUa 'a Y]ghYfb"

6Ygi W\Yb`GjY`i bg`Ui Z.`ZY]gW\i bXWc"Uh