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**Do you even understand me? The influence of the Translational Turn on brand communication**

**Abstract**

This examination is setting about to investigate the influence of the Translational Turn, as (primarily) described by Doris Bachmann-Medick, on brand communication. Brand communication here stands as a discipline as well as a practice in management and organizational studies. The question in matter is whether the Translational Turn has had an impact on how brand communication is perceived, discussed and executed in theory and practice. Also, what would the nature of its impact be? Would it be explicit – i.e. it is literally mentioned and quoted as the source of (new kinds of) examination of the topic – or implicit – i.e. its notions and ideas are reflected and discussed in regard to brand communication, its denotation, however, is not part of that discussion. In secondary case, would we still regard the Translational Turn (or *translational turn*) as the actuator or rather as the consecution of the examinations of brand communication?