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Duncker & Humblot GmbH Dez 2017, 2017. Taschenbuch. Condition: Neu. Neuware - Services machen längst den weitaus größten Teil der gesamtwirtschaftlichen Wertschöpfung aus. Marketing wird angesichts restriktiver Märkte weithin als entscheidender Erfolgsfaktor betrachtet. Die Schnittmenge beider Themen macht den Inhalt dieses Werks aus. Es beschäftigt sich mit dem Service- und dem Marketingbegriff sowie deren Abgrenzung. Es folgen die fünf 'Ps' des Marketinginstrumentariums bei Services: Angebot, Entgelt, Information, Vertrieb und Personal. Sodann werden die Managementprinzipien der Potenziale, Prozesse und Ergebnisse von Services dargestellt und die Planung, Strategie und Kontrolle im Servicemarketing behandelt. Alle Inhalte sind stark strukturiert, mit zahlreichen Abbildungen und Beispielen versehen sowie sowohl theoretisch-analytisch fundiert als zugleich auch anwendungsbezogen ausgerichtet. Der Autor beschäftigt sich bereits seit über 20 Jahren mit diesem Themenbereich in Forschung und Lehre. Das vorliegende Werk ist eine Kompaktfassung des Grundlagenwerkes 'Dienstleistungs-Marketing-Management'. 326 pp. Deutsch.



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