

Bestimmung Der Dienstleistungsqualität



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Grin Verlag. Paperback. Condition: New. 32 pages. Dimensions: 8.5in. x 5.5in. x 0.1in. Studienarbeit aus dem Jahr 2002 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2, 3, Duale Hochschule Baden-Wttemberg, Stuttgart, frher: Berufsakademie Stuttgart (Industrie DLM), Veranstaltung: DL-Marketing, Sprache: Deutsch, Abstract: In der heutigen Zeit ist die wachsende Bedeutung des tertiren Sektors in den Industrielndern unumstritten. Allein der Dienstleistungssektor machte in Deutschland 1999 einen Anteil an der Bruttowertschpfung von 68 aus und beschftigte in der Zeit 63 der Erwerbsttigen. Man kann jedoch davon ausgehen, das sich diese Zahl bis heute wahrscheinlich erhht hat und weitere Zuwachsraten zu verzeichnen sein werden. Die konstitutiven Merkmale von Dienstleistungen sind die Immaterialitt, die Integration des externen Faktors, die Simultaneitt von Produktion und Verwertung, der direkte Kontakt zwischen Anbieter und Nachfrager, die Standortgebundenheit, die Individualitt sowie die Unfhigkeit der Lagerung und des Transports. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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