



Kundenwertanalyse im B2B-Markt (German Edition)

Johanna Dorothea Temme

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Bachelorarbeit aus dem Jahr 2004 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,0, Fachhochschule Gießen-Friedberg; Standort Gießen, 42 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Der Gedanke der Kundenbewertung ist nicht neu, er ist nur aufgrund der wirtschaftlichen Lage wieder aktuell geworden. Denn schon in den 80er Jahren veröffentlichten Peters und Waterman, dass der Kunde ein wesentlicher Erfolgsfaktor ist, denn er entscheidet durch seinen Kauf über den Erfolg oder Misserfolg eines Unternehmens.

Durch die verstärkte Bemühung der Unternehmen um Liefertreue und Einhaltung der Standards sollte die Zufriedenheit der Kunden gesteigert werden. Auf diesen Kenntnissen basierend erfolgte die Fokussierung der Kundenbedürfnisse und der Kundenempfehlungen, bis schließlich 1998 der Durchbruch zu der Darstellung des Kundenwertes erreicht wurde.

Weiterführende Untersuchungen ergaben, dass ein breiter Kundenstamm allein kein Garant für steigende Umsätze ist. Es ging also nicht mehr darum, möglichst viele Kunden, sondern die richtigen Kunden zu haben. Diese Erkenntnis wurde bis heute nicht widerlegt.

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Keith Taylor:

People live in this new day of lifestyle always try and and must have the extra time or they will get great deal of stress from both everyday life and work. So , if we ask do people have free time, we will say absolutely yes. People is human not really a robot. Then we inquire again, what kind of activity are there when the spare time coming to you of course your answer will certainly unlimited right. Then do you ever try this one, reading ebooks. It can be your alternative with spending your spare time, the actual book you have read is definitely Kundenwertanalyse im B2B-Markt (German Edition).

Wesley Jerkins:

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