

Darstellung und Bewertung von Kundenbindungsinstrumenten im Business-to-Business Monographs in Contact Allergy, Volume 1  
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 Darstellung und Bewertung von Kundenbindungsinstrumenten im Business-to-Business Monographs in Contact Allergy, Volume 1  
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inhaltsangabe einleitung in zeiten zunehmender globalisierung der märkte und einem daraus entstehendem ansteigenden wettbewerbsdruck mit hoher intensität wird es für unternehmen immer wichtiger sogar existenziell notwendig kunden zu halten und diese an das unternehmen zu binden resultierend aus dem boom der neuen informations und kommunikationstechnologien sind völlig neue möglichkeiten der erstellung und des angebotes von leistungen entstanden unter dem druck schwindender kundenbindung und loyalität werden die früheren strategien der akquisition von kunden von neueren marketingpolitischen Überlegungen der kundenbindung und kundenorientierung abgelöst z b durch zusätzliche serviceleistungen und die erfüllung individueller kundenwünsche aufgrund des harten preiswettbewerbes sind die unternehmen immer mehr dazu gezwungen sich mit ihrer strategie den veränderten umweltbedingungen anzupassen aus diesem grund werden kundenorientierung und zufriedenheit von einer stetig ansteigenden anzahl von unternehmen immer mehr in den mittelpunkt der unternehmensgrundsätze gestellt maßnahmen zur kundenbindung sind vor allem relevant für unternehmen in märkten die stagnieren wettbewerbsintensiv sind großes investitionsvolumen bzw komplexe austauschbeziehungen zu beginn und während der beziehung nach sich ziehen und mit einem hohen akquisitionsaufwand für neukunden verbunden sind die herausforderungen für die unternehmen liegen damit in der veränderung und anpassung der bisherigen prozesse auf die unternehmensumwelt nach aussage vieler unternehmen sind langfristige geschäftsbeziehungen deutlich profitabler als kurzfristige bzw wechselnde beziehungen das ziel ist die optimale befriedigung der kundenwünsche und bedürfnisse durch die zusammenarbeit zwischen unternehmen und kunde durch diese zusammenarbeit wird die kundenbindung zum hauptziel erhoben es steht nicht mehr allein die gewinnung einer möglichst großen anzahl an kunden im vordergrund vielmehr soll sich hauptsächlich auf die stammkunden konzentriert werden sie sollen behalten und ihre bedürfnisse so umfassend wie irgend möglich erfüllt werden ziel dieses beziehungsmanagements ist das erreichen eines wettbewerbsvorteils durch eine hohe kundenbindung thema dieser arbeit ist es den weitgefassten begriff der kundenbindung ihre entstehung und entwicklung zu beschreiben und die folgen im investitionsgütermarkt für ein ausgewähltes unternehmen neoman bus gmbh zu veranschaulichen und

zu

monographs in contact allergy volume 1 non fragrance allergens in cosmetics part 1 and part 2 is the first 2 part volume in an exciting series on contact allergy it presents over 500 natural or synthetic chemicals and compounds which have caused allergic contact dermatitis in cosmetic products included here are inci names synonyms description definition cas and eu numbers chemical class function in cosmetics molecular formula structural formula and advice on patch tests a full literature review is given of patch testing in patients case reports of cosmetic allergic contact dermatitis irritant contact dermatitis photosensitivity immediate contact reactions and systemic side effects this text is suitable for anyone with an interest in contact allergy from university students to professionals and all readers will find this informative and detailed series an invaluable resource key features monographs of all known non fragrance chemicals and substances which have caused allergic contact dermatitis from their presence in cosmetic products provides lists of all functional groups such as antioxidants preservatives artificial nail building emollients hair dyeing hair colorants in both the eu and us formats and all chemicals in these groups which have caused cosmetic allergy presents an alphabetical list of all synonyms indicating their inci names reported cross reactions pseudo cross reactions and co reactions patch test sensitization and presence in cosmetic products including data from fda s voluntary cosmetic registration program and chemical analyses are discussed covers an extensive amount of information to benefit dermatologists allergists and non medical professionals involved with the research development and marketing of cosmetic products

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