



Marketing - Kundenbindungsmanagement (German Edition)

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Studienarbeit aus dem Jahr 2007 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,3, Fachhochschule Münster (ITB (Steinfurt)), Sprache: Deutsch, Abstract: Um eine Maximierung der Verkaufsabschlüsse zu erreichen haben die Unternehmen in den siebziger und achtziger Jahren hauptsächlich in Produkte investiert. Diese Denkweise wurde durch eine rezessive Konjunkturentwicklung Ende der achtziger, Anfang der neunziger Jahre in Frage gestellt. Es ergab sich ein Umdenken der Unternehmen und somit auch der Wechsel von einem Verkäufer- zu einem Käufermarkt. Unternehmen sahen immer mehr Potenziale in einem Wandel weg von einer Produktorientierung, hin zu einer Kundenorientierung. Die Erfahrung der Unternehmen hat sie erkennen lassen, dass langfristige Geschäftsbeziehungen mit dem Ziel, Kunden zu binden, erheblich profitabler seien als die Maximierung der Verkaufsabschlüsse.

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