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Kundencontrolling Und Analytisches Customer Relationship Management (German Edition)

Gamze Simsek

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Kundencontrolling Und Analytisches Customer Relationship Management (German Edition) Gamze Simsek
Diplomarbeit aus dem Jahr 2006 im Fachbereich BWL - Handel und Distribution, Note: 2, Universität Duisburg-Essen (Universität-Duisburg - Essen), 111 Quellen im Literaturverzeichnis, Sprache: Deutsch, Anmerkungen: Die Diplomarbeit besteht aus 103 Seiten und aus einem sehr umfangreichen Literaturverzeichnis. Die Arbeit ist top. Die Quellen sind sehr gut und die Arbeit ist auf einem hohen wissenschaftlichen Niveau. , Abstract: Das Ziel dieser Arbeit ist, ein detaillierten und kompakten Überblick über die Thematik des Kundencontrollings und des analytischen CRMs zu geben. Daher liegt der Schwerpunkt auf der ausführlichen Präsentation beider Konzepte samt ihrer Grundlagen. Durch die Gegenüberstellung im letzten Kapitel beider Konzeptionen können die Gemeinsamkeiten und Unterschiede abgeleitet werden. Dadurch werden Überschneidungen und Abgrenzungen beider Konzepte erkenntlich.

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