

# Das Konzept Der Efficient Consumer Response - Petra Just

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Seit Mitte der neunziger Jahre wird in Theorie und Praxis das Efficient Consumer Response (ECR)-Konzept diskutiert. ECR steht als kooperativer und integrativer Ansatz für eine ganzheitliche Abstimmung der Logistik- und Marketingaktivitäten zwischen Hersteller und Handel mit dem Ziel der Effizienzsteigerung der Konsumgüterdistribution. In dieser Arbeit werden Ursachen, Ziele und Strategien des ECR-Konzepts beschrieben. Neben der Betrachtung der theoretischen Grundlagen sollen auch technologische und organisatorische Voraussetzungen bei der Implementierung des Konzepts sowie der Grad der Umsetzung von ECR in der Praxis erläutert werden.###Aufbau der Arbeit Der erste Abschnitt des Kapitels 2 zeigt die geschichtlichen Hintergründe des zu behandelnden Konzepts auf. Abschnitt 2.2 beschreibt überblicksartig die Struktur des ECR-Konzepts, bevor in Abschnitt 2.3 eine Darstellung der einzelnen Basisstrategien folgt. Im Anschluss werden in Abschnitt 2.4 die Anforderungen an Technik und Organisation zur Implementierung von ECR erläutert. Ein Überblick über die Anwendung von ECR in der Praxis in Abschnitt 2.5 beendet das Kapitel. Kapitel 3 schließt mit der Zusammenfassung der Ergebnisse und einem Fazit. Author: Just, Petra Publisher: GRIN Verlag Illustration: N Language: GER Title: Das Konzept der Efficient Consumer Response Pages: 00029 (Encrypted EPUB) / 00029 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638420013 Category: Business & Economics : Management - General

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