

Kooperationen Im Europäischen Luftfrachtmarkt: Eine Bestandsaufnahme - Ute Iddink

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In den letzten Jahren sind zwischenbetriebliche Kooperationen verstärkt in das Blickfeld der Unternehmen geraten. Besonders in der Luftverkehrsbranche haben sich, aufgrund des erhöhten Wettbewerbs durch die globale Deregulierungspolitik und gestiegener Kundenanforderungen, internationale Kooperationen mit teilweise immensen Netzwerken entwickelt. Infolge einer zunehmenden Globalisierung ist vor allem innerhalb des Frachtbereichs eine verstärkte Zusammenarbeit zwischen Unternehmen zu verzeichnen, wobei Art und Umfang der Kooperationen enorm variieren können. Ziel der Arbeit ist es, verschiedene Kooperationsformen der Luftverkehrsbranche, speziell innerhalb des Luftfrachtsektors, zu ermitteln und ihre Funktionsweise darzustellen. Dabei soll anhand von vorher definierten Unterscheidungskriterien eine Einordnung der ermittelten Unternehmenskooperationen vorgenommen werden, um Gemeinsamkeiten und Abweichungen herauszustellen. Anhand der daraus gewonnen Erkenntnisse wird der Autor die derzeitige Situation auf dem Luftfrachtmarkt konkretisieren und mögliche zukünftige Entwicklungen ableiten. Author: Iddink, Ute Publisher: GRIN Verlag Illustration: N Language: GER Title: Kooperationen im europäischen Luftfrachtmarkt: Eine Bestandsaufnahme Pages: 00071 (Encrypted PDF) On Sale: 2008-01-01 SKU-13/ISBN: 9783640235360 Category: Business & Economics : General

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