

Möglichkeiten Der Markierung Von Dienstleistungen Durch Die Gestaltung Der Dienstleistungsumgebung - Sascha Maynert

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Die vorliegende Arbeit stellt die Möglichkeiten der Markierung von Dienstleistungen insbesondere durch die Gestaltung der Dienstleistungsumgebung in den Mittelpunkt ihrer Betrachtung. Vor dem Hintergrund tendenziell höherer Unsicherheiten, die mit der Inanspruchnahme einer Dienstleistung aus Kundensicht im Vergleich zum Kauf von Sachleistungen verbunden sind, und als Lösung dieser wird versucht, das Problem der Unsicherheit insbesondere auf Grundlage eines informationsökonomischen Erklärungsrahmens zu verdeutlichen und zu bewältigen. Neben der Vermittlung der theoretischen Grundlagen sowohl zur Markierung von Dienstleistungen als auch zur Wahrnehmung und Wirkung der Dienstleistungsumgebung ist es das Ziel, die aus einer informationsökonomisch fundierten Analyse gewonnenen Erkenntnisse als Grundlage für die Ableitung von Implikationen für das Dienstleistungsmanagement zu nutzen. Als Ergebnis sollen Handlungsempfehlungen für die gezielte Gestaltung der Dienstleistungsumgebung im Hinblick auf die Möglichkeiten der Markierung von Dienstleistungen gegeben werden. Author: Maynert, Sascha Publisher: GRIN Verlag Illustration: N Language: GER Title: Möglichkeiten der Markierung von Dienstleistungen durch die Gestaltung der Dienstleistungsumgebung Pages: 00065 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638343916 Category: Business & Economics : Marketing - General

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