

# Informationsverhalten Beim Kauf Von Gebrauchsgütern - Robert Doelling

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Das einfachste Beispiel einer gescheiterten Informationspolitik ist ein zufriedener Käufer, der nach langem Zögern sein Auto doch beim Händler 'um die Ecke' kauft, obwohl ihm dieser weder Informationsbroschüren noch große Preisnachlässe gewährt. Dieser Kunde wird nie Ihrer sein, solange Sie dieses Verhalten für irrational halten. Wenn Sie versuchen ihn zu verstehen, so gewinnen Sie einen loyalen Kunden, der Sie an Freunde weiterempfiehlt und einer der besten Vertriebspartner Ihres Unternehmens werden kann. Wie man Kunden zu motivierten Mitarbeitern macht, das erklärt Robert J. Doelling in diesem Buch. In einer für Praktiker und Marketingwissenschaftler gleichermaßen verständlichen Weise stellt Robert J. Doelling den Kunden im Spiegel seines Informationsverhaltens beim Kauf von Gebrauchsgütern dar. Sukzessive wird die vielfältige Bedeutung von Informationen für die Kaufentscheidung verdeutlicht. Wie erfolgreiche Konzerne die Kommunikationspolitik ihrer Spitzenmarken steuern, wird auf diese Weise leicht nachvollziehbar. Das theoretisch fundierte und praxisorientierte Buch richtet sich an strategische Marketer ebenso wie an Entscheidungsträger im Einzelhandel und vermittelt die Bedeutung des Informationsverhaltens für Kundenakquisition und -bindung. Author: Doelling, Robert Publisher: GRIN Verlag Illustration: N Language: GER Title: Informationsverhalten beim Kauf von Gebrauchsgütern Pages: 00069 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638396585 Category: Business & Economics : Marketing - General

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