

Bestimmung Der Dienstleistungsqualität - Michael Gottheil

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In der heutigen Zeit ist die wachsende Bedeutung des tertiären Sektors in den Industrieländern unumstritten. Allein der Dienstleistungssektor machte in Deutschland 1999 einen Anteil an der Bruttowertschöpfung von 68 % aus und beschäftigte in der Zeit 63 % der Erwerbstätigen. Man kann jedoch davon ausgehen, dass sich diese Zahl bis heute wahrscheinlich erhöht hat und weitere Zuwachsraten zu verzeichnen sein werden. Die konstitutiven Merkmale von Dienstleistungen sind die Immaterialität, die Integration des externen Faktors, die Simultaneität von Produktion und Verwertung, der direkte Kontakt zwischen Anbieter und Nachfrager, die Standortgebundenheit, die Individualität sowie die Unfähigkeit der Lagerung und des Transports. Author: Gottheil, Michael Publisher: GRIN Verlag Illustration: N Language: GER Title: Bestimmung der Dienstleistungsqualität Pages: 00013 (Encrypted EPUB) / 00013 (Encrypted PDF) On Sale: 2003-01-01 SKU-13/ISBN: 9783638205962 Category: Business & Economics : Marketing - General

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