

Mitarbeiterzufriedenheit In Der Verkaufsförderung - Sebastian Richter

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Die Hausarbeit des Autors ist dem Ziel gewidmet herauszufinden, wie es um die Mitarbeiterzufriedenheit in der Verkaufsförderung bestellt ist und wie sich diese verbessern lässt. Um dies besser aufdecken zu können wird eine Mitarbeiterbefragung durchgeführt. Diese Mitarbeiterbefragung soll dem Ziel dienen die Schwachstellen in der Verkaufsförderung herauszufinden und Ansatzpunkte für eine Verbesserung der Situation der Mitarbeiter in der Verkaufsförderung zu bieten. Das geschieht, indem die Daten aussagekräftig aufbereitet werden und somit Ansatzpunkte für Verbesserungen geschaffen werden. Wenn an den richtigen Stellen angesetzt wird, profitieren davon nicht nur die Mitarbeiter sondern auch die Unternehmensführungen. Studienarbeit aus dem Jahr 2004 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: 1,3, Fachhochschule für Wirtschaft Berlin, Veranstaltung: Rahmenbedingungen und Management von Dienstleistungen, Sprache: Deutsch. Author: Richter, Sebastian Publisher: GRIN Verlag Illustration: N Language: GER Title: Mitarbeiterzufriedenheit in der Verkaufsförderung Pages: 00038 (Encrypted EPUB) / 00038 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638299022 Category: Business & Economics : Marketing - General

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