

Branchengrenzen Sprengen Und Das Geschäft Neu Erfinden - Markus Kaiser

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Die aktuelle Marktsituation, insbesondere die im Handel, wird von den Akteuren der unterschiedlichsten Branchen einhellig mit Sorge betrachtet. Ihr Verhalten ÄfÄndern sie deswegen noch lange nicht und beachten vor allem weitgehend nur ihre eigene Branche, bzw. ihre direkte Konkurrenz. Mit diesem 'Scheuklappenprinzip' findet eine Strategieveränderung statt. Innovationen, der Kern eines Fortschrittes, werden eine untergeordnete Rolle beigemessen und ersticken bereits im Keim. Ebenso stellt sich ein Verkäufer kaum die Frage nach dem 'was wünscht sich der Käufer' tatsächlich, obwohl er selbst schon ganz unbewusst bei einem Theater- oder Kinobesuch vor der rationalen Entscheidung steht den Bus, ein Taxi, den eigenen PKW oder zu Fuß sein Ziel zu erreichen. Die Entscheidung fällt intuitiv und das ist beim Endverbraucher nicht anders als beim Firmeneinkäufer. Der Unternehmer muss den Transfer herbeiführen, welche Kaufentscheidung der Kunde angesichts der Alternativen trifft. Author: Kaiser, Markus Publisher: GRIN Verlag Illustration: N Language: GER Title: Branchengrenzen sprengen und das Geschäft neu erfinden Pages: 00022 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638371247 Category: Business & Economics : Management - General

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