

Efficient Replenishment - Eine Säule Des Efficient Consumer Response: Eine Säule Des Efficient Consumer Response - Nils Rottgardt

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Diese Semesterarbeit wird die Grundregeln und die Definition von Efficient Consumer Response und im besonderen Efficient Replenishment behandeln. Es findet eine Konzentration auf den Bereich des Handels statt. Dabei werden die grundlegenden Eigenschaften von Efficient Consumer Response vorgestellt und auf die vier Kernstrategien des ECR eingegangen. Zur Aufbereitung wurde für die Erstellung dieser Semesterarbeit auf aktuelle Zeitungsartikel, Literatur und Informationen von Unternehmen aus dem Internet. Das ECR-Konzept unterliegt aktuell noch massiven Änderungen, neue Technologien werden in die Strategie eingebunden, andere Marktfelder werden entdeckt. Dies macht sich besonders in der Literatur bemerkbar, so dass die Definitionen im Kerngedanken z.Zt. stark differieren können. Bei dieser Semesterarbeit wird demgemäß viel Wert auf eine genaue Abgrenzung der Eigenschaften von Efficient Consumer Response und Efficient Replenishment gelegt. Author: Rottgardt, Nils Publisher: GRIN Verlag Illustration: N Language: GER Title: Efficient Replenishment - eine Säule des Efficient Consumer Response: eine Säule des Efficient Consumer Response Pages: 00029 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638395472 Category: Business & Economics : General

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