

Wettbewerbliche Bewertung Strategischer Allianzen Im Luftverkehr - Roman Schweigert

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Den Begriff der strategischen Allianz findet man fast täglich in der Wirtschaftspresse und in den Medien bei Berichten zum Luftverkehr. Die Mitgliedschaft in einem der drei größten Allianzsysteme 'Star', 'Oneworld' oder 'Skyteam' ist für große Luftverkehrsgesellschaften (LVG) heute eine nicht mehr in Frage zu stellende Selbstverständlichkeit geworden. An die Stelle der Konkurrenz zwischen einzelnen Airlines ist die Konkurrenz zwischen Allianzen getreten. Eine genaue Beobachtung der zukünftigen Entwicklungen ist aus Wettbewerbs- und Kartellbehörden sind hier im Besonderen gefordert, durch Kontrollen und Entscheidungen für einen freien Marktzugang und Wettbewerb zu sorgen. Im Rahmen der vorliegenden Arbeit sollen Luftverkehrsallianzen im Bereich der Passage untersucht werden, aber auch im Cargo-Bereich schreitet die Allianzenbildung voran. Zunächst soll ein theoretischer Einblick in die Entstehung strategischer Allianzen gegeben und mögliche Wettbewerbschranken aufgezeigt werden. Anschließend erfolgen die Darstellung der aktuellen Allianz-Situation sowie die Vor- und Nachteile von Allianzen aus Mitglieder- und Kundensicht, bevor die Arbeit mit einer wettbewerblichen Bewertung der Allianzen abschließt. Author: Schweigert, Roman Publisher: GRIN Verlag Illustration: N Language: GER Title: Wettbewerbliche Bewertung strategischer Allianzen im Luftverkehr Pages: 00021 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638372237 Category: Business & Economics : Management - General

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