

Modelllebenszyklen In Der Automobilwirtschaft - Simon Löffler

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Das Einsetzen von Marketingmaßnahmen zu bestimmten Zeitpunkten eines Produktlebens gestaltet sich oft als schwierig. Der Produktlebenszyklus eignet sich aufgrund seiner Übersichtlichkeit dazu, Maßnahmen auf verschiedene Zeiträume einzuordnen. In der Automobilindustrie wird der Produktlebenszyklus als Modelllebenszyklus bezeichnet. Ziel dieser Arbeit ist es Maßnahmen für verschiedene Phasen des Modelllebens zu erarbeiten. Dadurch sollen Marketingaktivitäten und deren Zeitpunkt bereits frühzeitig planbar sein, um nicht kurzfristig auf vorhersehbare Entwicklungen reagieren zu müssen. Author: Löffler, Simon Publisher: GRIN Verlag Illustration: N Language: GER Title: Modelllebenszyklen in der Automobilwirtschaft: Wie können sie gesteuert werden? Pages: 00029 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640694587 Category: Business & Economics : General

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