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Kundenorientierung, Kundenzufriedenheit und Kundenbindung: Ein Überblick (German Edition)

Doreen Grittner

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Akademische Arbeit aus dem Jahr 2005 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,6, Fachhochschule Brandenburg (DDA Berlin), Sprache: Deutsch, Abstract: Ziel dieser Arbeit ist es, einen Überblick zu verschaffen über die Begriffe, Bedeutung, Instrumente und Zusammenhänge der Kundenorientierung, Kundenzufriedenheit und Kundenbindung. Es geht um die Begriffsbestimmungen, Arten, Ziele und Zusammenhänge von Kundenorientierung, Kundenzufriedenheit und Kundenbindung.

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