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VALUE ADDED SERVICES IM PRIVATKUNDENGESCHAFT DER BANKEN (PAPERBACK)



GRIN Verlag, Germany, 2007. Paperback. Condition: New. 2. Auflage. Language: German . Brand New Book ***** Print on Demand *****.Studienarbeit aus dem Jahr 2000 im Fachbereich BWL - Bank, Borse, Versicherung, Note: 1,7, Duale Hochschule Baden-Wuttemberg, Stuttgart, fruher: Berufsakademie Stuttgart (Fachrichtung Wirtschaft), Veranstaltung: Dienstleistungsmanagement / Dienstleistungsmarketing, Sprache: Deutsch, Abstract: Eine stetig steigende Wettbewerbsintensitat stellt die zentrale Rahmenbedingung fur eine Vielzahl der am Markt tatigen Unternehmen dar. Dies kann zum Groteil auf die aus Kundensicht wahrgenommene Homogenitat der von den Unternehmen..

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- Authored by Jan Geckeler
- Released at 2007



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