



Fallstudie zur Kundenbindung am simulierten Beispiel der Buchhandlung "LESEZEIT" (German Edition)

Astrid Matejka-De Jonghe

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Studienarbeit aus dem Jahr 2011 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,0, SRH Hochschule Riedlingen, Sprache: Deutsch, Abstract: Die vorliegende Arbeit befasst sich mit der Kundenbindung einer kleinen Sortimentsbuchhandlung. Der dargestellte Fall ist ein Beispiel für die strukturellen und technologischen Veränderungen in der Buchbranche.

Man verfolgt die Fragen: Wie kann die Stammkundschaft schnell wieder zufriedengestellt und an das Unternehmen gebunden werden? Denn wirksame Kundenbindungsmaßnahmen erhöhen die Chancen der langfristigen Überlebensfähigkeit.

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