



Dienstleistungsmanagement: Grundlagen - Konzepte - Instrumente (German Edition)

Sabine Haller

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Kundenorientierung ist der Erfolgsfaktor, an dem sich Prozesse, Leistungen und Mitarbeiter messen lassen. Der Dienstleister von heute muss seine Leistungen entwickeln und vermarkten, er muss Prozesse beherrschen, Kapazitäten planen, seine Mitarbeiter motivieren und den Erfolg steuern. Daher werden in diesem Buch aus allen traditionellen BWL-Bereichen die Besonderheiten des Managements von Dienstleistungen herausgearbeitet, um ein stringentes Dienstleistungsmanagement zu entwickeln. Zahlreiche Praxisbeispiele stellen die Grundlagen der Dienstleistung aus Kundensicht dar. Die 5. Auflage wurde aktualisiert.

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