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ANSÄTZE ZUR MESSUNG DER KUNDENZUFRIEDENHEIT. OBJEKTIVES UND SUBJEKTIVES VERFAHREN



GRIN Verlag GmbH Aug 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Neuware - Akademische Arbeit aus dem Jahr 2006 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2,0, , Sprache: Deutsch, Abstract: Diese Arbeit beschreibt neben dem eigentlichen Konstrukt der Kundenzufriedenheit auch deren Bedeutung. Es wird unter anderem aufgezeigt, dass eine Vernachlässigung von Kundenzufriedenheit schwerwiegende Folgen nach sich ziehen kann. Aus diesem Grund setzen sich immer...

Read PDF Ansätze zur Messung der Kundenzufriedenheit. Objektives und subjektives Verfahren

- Authored by Geraldine Strutz
- Released at 2014



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