



Kommunikationspolitik in Dienstleistungsunternehmen (German Edition)

Yildiz Fluksik

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Studienarbeit aus dem Jahr 2006 im Fachbereich **BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media**, Hochschule für Angewandte Wissenschaften Hamburg (Studiengang Bibliotheks- und Informationsmanagement), Veranstaltung: **Management**, Sprache: **Deutsch**, Abstract: Dienstleistungsunternehmen stehen kontinuierlich vor veränderten Absatzmärkten und neuen Herausforderungen. Sie können nur dann langfristig ihre Existenz und Absätze sichern, indem sie die modernen Instrumente des Dienstleistungsmarketings gezielt und effizient einsetzen. Die professionelle Unternehmenskommunikation ist hierbei entscheidend für die Kundengewinnung und für die langfristige Kundenbindung, die auf psychologischer Ebene bei gekonntem Einsatz, positive Kaufreaktionen unterstützen kann. Welche Rolle die Vertrauensgewinnung vor investiven Dienstleistungsinteraktionen spielt, soll als zentrale Fragestellung in der vorliegenden Arbeit behandelt werden. Das Phänomen Vertrauen als Marketingziel scheint in der Wissenschaft bisher ein wenig erforschtes Themenfeld zu sein.

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