

Entscheidungsunterstützung für ökonomische Probleme 13

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Effiziente Verkaufsplanung im Investitionsgütermarketing



PETER LANG

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Effiziente Verkaufsplanung Im Investitionsgutmarketing Entscheidungsunterstützung Fur Okonomische Probleme

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Effiziente Verkaufsplanung Im Investitionsgütermarketing Entscheidungsunterstützung Für Ökonomische Probleme:

Eine Längsschnittstudie der Kommunikationsaktivität in virtuellen Gemeinschaften Thomas Schoberth, 2010 Virtuelle Gemeinschaften und damit verbundene Internet Technologien sind durch das Web 2.0 verstärkt ins Bewusstsein der Öffentlichkeit getreten. Die Ursprünge des Phänomens der Partizipation und Interaktion reichen jedoch bis zur Entstehung des Internets zurück. Dieses Buch leistet einen Beitrag zum Verständnis der heterogenen Kommunikationsaktivität der Mitglieder virtueller Gemeinschaften. In ihm wird ein Modell der Kommunikationsaktivität entwickelt und damit im Rahmen einer Längsschnittstudie die zeitliche Entwicklung zweier virtueller Gemeinschaften analysiert. Es zeigt sich, dass neben externen Einflüssen die Informationsbelastung 1.08 Millionen Postings in der zwei Jahren bzw. 188.000 Postings in der drei Jahren starken Einfluss auf die Kommunikationsaktivität der Mitglieder hat. Das in dieser Arbeit entwickelte Instrumentarium zur multivariaten Zeitreihenanalyse und der Nachweis seiner Anwendbarkeit sind auch auf Fragestellungen anderer Themenbereiche übertragbar. Dies erscheint umso wichtiger, da im Bereich der Wirtschaftsinformatik bis dato keine quantitativen longitudinalen Analysen durchgeführt wurden.

Das Schweizer Buch, 1997 **Bibliographie der Wirtschaftswissenschaften**, 1997 **Bibliographie der Staats- und Wirtschaftswissenschaften**, 1997 **Deutsche Nationalbibliographie und Bibliographie der im Ausland erschienenen deutschsprachigen Veröffentlichungen**, 1996

Effiziente Verkaufsplanung im Investitionsgütermarketing Michael Pesch, 1997 Viele Investitionsgütermärkte sind durch komplexe aufwendige Interaktionsprozesse zwischen Abnehmern und Anbietern geprägt. Eine effiziente Verkaufsplanung erfordert es deshalb Verkaufsprozesse in allen Prozessphasen zu analysieren und möglichst objektiv hinsichtlich ihrer Erfolgswahrscheinlichkeit zu bewerten, um die zur Verfügung stehende Bearbeitungskapazität den untersuchten Verkaufsprozessen optimal zuzuordnen zu können. In der Abhandlung werden bestehende Steuerungsansätze diskutiert und im Hinblick auf ihre Eignung für eine effiziente Verkaufsplanung beleuchtet. Vor diesem Hintergrund wird ein eigener integrativer Ansatz der Entscheidungsunterstützung entwickelt und vorgestellt.

Unveiling the Energy of Verbal Art: An Emotional Sojourn through **Effiziente Verkaufsplanung Im Investitionsgütermarketing Entscheidungsunterstützung Für Ökonomische Probleme**

In some sort of inundated with displays and the cacophony of fast conversation, the profound power and emotional resonance of verbal beauty usually disappear into obscurity, eclipsed by the continuous assault of sound and distractions. However, located within the lyrical pages of **Effiziente Verkaufsplanung Im Investitionsgütermarketing Entscheidungsunterstützung Für Ökonomische Probleme**, a charming perform of fictional beauty that pulses with fresh feelings, lies an unforgettable trip waiting to be embarked upon. Written by a virtuoso wordsmith, this interesting opus courses visitors on a psychological odyssey, gently exposing the latent potential and profound impact embedded within the intricate internet of language. Within the heart-wrenching expanse of this evocative examination, we can embark upon an introspective exploration of the book is central subjects, dissect their fascinating publishing type, and immerse ourselves in the indelible effect it leaves upon the depths of readers souls.

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