



Commodity Marketing: Grundlagen - Besonderheiten - Erfahrungen (German Edition)

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Die Abgrenzung von Angeboten der Wettbewerber sowie die Profilierung der eigenen Leistungen gegenüber den Kunden ist insbesondere bei Commodities, d.h. undifferenzierten, homogenen und maßgeblich über den Preis unterscheidbaren Leistungen, eine große Herausforderung. Die Besonderheiten von Commodities haben dabei einen wesentlichen Einfluss auf die Ausgestaltung der Management- und Marketingaktivitäten. In der 2. Auflage reflektieren renommierte Autoren aus Wissenschaft und Praxis die aktuelle wissenschaftliche Diskussion. Sie entwickeln relevante Ansätze zur Differenzierung von Commodities bzw. einer gezielten De-Commoditisierung und weisen sowohl aus Kunden- als auch Unternehmenssicht Perspektiven auf, einer Commoditisierung erfolgreich zu begegnen.

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