



# **Business- und Dienstleistungsmarketing: Die Vermarktung integrativ erstellter Leistungsbündel (Kohlhammer Edition Marketing) (German Edition)**

*Rolf Weiber, Michael Kleinaltenkamp*

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Dienstleistungen haben in den entwickelten Volkswirtschaften mittlerweile eine überragende Bedeutung erlangt. Diese Veränderung hat sich zu ganz überwiegenden Teilen im Business-to-Business-Bereich vollzogen. Business-to-Business-Marketing ist deshalb zu großen Teilen Dienstleistungsmarketing und umgekehrt. Das vorliegende Lehrbuch verfolgt deshalb ein umfassendes Konzept des Business- und Dienstleistungsmarketings, wozu es das theoretische und praktische Grundlagenwissen vermittelt. Es werden zunächst die wichtigsten Kundenaktivitäten und -prozesse dargestellt und anschließend die Besonderheiten der Vermarktung von Leistungsbündeln erläutert. Weiterhin werden Geschäftstypen des Business- und Dienstleistungsmarketings abgeleitet und die jeweiligen Marketing-Besonderheiten diskutiert.

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