



Der Marketing-Check mit 16 Fragen: So halten Sie Ihre Firma fit (German Edition)

Hans-Jürgen Borchardt

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Essay aus dem Jahr 2011 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: keine, , Sprache: Deutsch, Abstract: Im täglichen Stress vergessen viele Unternehmer, dass die Pflege der Wettbewerbsfähigkeit eine zentrale Aufgabe ist. Dieser Aufgabe muss man zwar nicht täglich nachkommen, aber von Zeit zu Zeit sollte man seinen Betrieb, seine Leistungen und sein Angebot auf den Prüfstand stellen, um die eigene Wettbewerbsfähigkeit zu kontrollieren. Das ist, wenn man die richtigen Fragen stellt und diese ohne Selbstbetrug beantwortet, sehr effektiv und auch einfach durchzuführen.

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