



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. Renommierte Autoren aus Wissenschaft und Praxis liefern in „Commodity Marketing“ den State of the Art zu diesem Themengebiet.

In der 3. Auflage wurden bisherige Erkenntnisse zum Commodity Marketing um aktuelle Ergebnisse ergänzt. Darüber hinaus wurde das Buch um eine internationale Perspektive erweitert und geht somit Fragestellungen des Commodity Marketing im internationalen Kontext nach.

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