



Kundenrückgewinnungsmanagement im stationären Einzelhandel (Hallesche Schriften zur Betriebswirtschaft) (Volume 27) (German Edition)

Falk Ritschel

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Falk Ritschel untersucht die Umsetzung eines strategischen Kundenrückgewinnungsmanagements im stationären Einzelhandel. Dazu wird der klassische Prozess der Kundenrückgewinnung unter Berücksichtigung der Besonderheiten des stationären Einzelhandels erweitert und empirisch belegt.

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