



## Stimulation von Word-of-Mouth

By Katharina Zering

GRIN Verlag Mai 2014, 2014. Taschenbuch. Book Condition: Neu. 211x62x6 mm. This item is printed on demand - Print on Demand Neuware - Studienarbeit aus dem Jahr 2013 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,0, FOM Hochschule für Oekonomie & Management gemeinnützige GmbH, Dortmund früher Fachhochschule, Sprache: Deutsch, Abstract: Zielsetzung dieser Arbeit ist es, mit Hilfe der Identifizierung der Erwartungshaltung von Konsumenten an Produkte bzw. Dienstleistungen Maßnahmen ableiten zu können, die Erwartungen des Konsumenten zu übertreffen und diese Erkenntnisse für die Stimulation von Word-of-Mouth (WoM) zu nutzen. 32 pp. Deutsch.

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