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Business-to-Business Marketing im Facility Management: Ein Handbuch für Vertriebs- und Marketing-Manager (German Edition)

Christian Harting

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Der Facility-Management-Markt in Deutschland strukturiert und formiert sich. Immer mehr Anbieter drängen auf den Markt, während FM-Kunden nach guten Lösungen für ihre Aufgabenstellungen suchen. Doch (noch) zu selten finden Anbieter und Anwender zu gewinnbringenden Lösungen zusammen. Der Grund hierfür liegt in den neuartigen Aufgabenstellungen für die Marketing- und Vertriebs-Manager. Die Regeln des Konsumgütermarketings funktionieren im FM nur sehr bedingt. Dieses Buch bietet hier Unterstützung. Es beschreibt Instrumente und Methoden, um Märkte zu strukturieren, Akquisitionen erfolgreich zu gestalten und Kundenbeziehungen gewinnbringend aufzubauen. Zahlreiche Anwendungsbeispiele geben Marketing- und Vertriebs-Managern geeignete Hilfen für die tägliche Praxis.

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