



Marketing und Marktforschung (German Edition)

Stefan Lubritz

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Marketing ist heute nicht nur eine zentrale Unternehmensfunktion, sondern zugleich Grundprinzip unternehmerischen Handelns in dynamischen Märkten. Dies bedeutet, dass sich nahezu alle Unternehmensangehörigen mit Marketing auseinandersetzen müssen. Darüber hinaus ist Marketing untrennbar verbunden mit der Informationsversorgung, die durch das Instrumentarium der Marktforschung sichergestellt werden muss.

Dieses Lehrbuch vermittelt in bewusst kompakter Form die essentiellen Kenntnisse über die Methoden der Informationssammlung und Entscheidungsvorbereitung für das Marketing sowie über die entsprechenden operativen Instrumente. Damit wendet es sich gleichermaßen an Studierende wie an Wirtschaftspraktiker, die einen schnellen und pragmatischen Einstieg in diesen Themenkomplex suchen.



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