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die fähigkeit hochwertige dienstleistungen zu entwickeln und anzubieten ist zu einem wesentlichen faktor für die unternehmensstrategie und den unternehmenserfolg geworden competing in a service economy hilft führungskräften und managern bei der neuentwicklung und innovation von dienstleistungen strategisch zu denken und zu planen wer dienstleistungen entwickelt steigert die kundenzufriedenheit und damit die finanz performance der band erläutert detailliert die tools und prozesse für die bereitstellung verbesserung und innovation von dienstleistungen fallstudien zu ikea disney volvo trucks sterling pulp chemicals und emc2 belegen anschaulich die verschiedenen ansätze die autoren verfügen über langjährige praxiserfahrung im bereich wissenschaftlicher und angewandter forschung in zusammenarbeit mit einer vielzahl von firmen und organisationen competing in a service economy ist ein praxisorientierter leitfaden der ihnen genau sagt wie sie sich durch die entwicklung und innovation von dienstleistungen einen wettbewerbsvorteil sichern

with the nations of the world becoming more interdependent it is imperative to take international influences into account in understanding the organization of industry within

a country this book extends the structure conduct performance framework of analysis to present a fully specified simultaneous equation model of an open economy canada by estimating a system of equations of all the major variables the authors can identify which variables are dependent and which are independent they are thus able to assess the relative importance of such factors as seller concentration import competition retailing structure advertising expenditure research and development spending and technical and allocative efficiency in shaping the organization of industry in canada in addition using both industry level and firm level data the authors develop methods for assessing the effect of structural variables on diversification strategies and the consequences for market performance they also study the effects of such variables on firms access to capital markets the book concludes with a discussion of the implications of the findings for government policy

the purposes of this study are 1 to show why the federal communications commission has permitted progressively greater competition in interstate telephone services 2 to assess the commission s ability to handle problems of cross subsidization that have arisen from competition by drawing from the history of its major rate investigations 3 to trace the policy implications of this experience for the continued rate regulation of interstate telephone service and 4 to examine the conflict between economic efficiency and the desire to maintain low local telephone rates a conflict exacerbated by the fact that competition makes less sustainable the subsidization of local service by interstate services

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