



# Die widersprüchlichen Menschenbilder des Customer Relation Management (German Edition)

*Florian A. Schulz*

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Studienarbeit aus dem Jahr 2006 im Fachbereich BWL - Allgemeines, Note: 1,3, Carl von Ossietzky Universität Oldenburg, Veranstaltung: Menschenbilder der Betriebswirtschafts- und Managementlehre, 5 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Das in dieser Hausarbeit von mir verfolgte Ziel ist die Analyse der Menschenbilder in Bezug auf das CRM, um das CRM bestmöglich auf das gewünschte Menschenbild ausrichten zu können.

Um vorgenanntes Ziel zu erreichen, werde ich zunächst mit einer allgemeinen Einführung – Grundsätzliches zu Menschenbildern und zum CRM – in das Thema starten.

Diese beinhaltet Definitionen und einen kurzen Überblick zu den Themen Menschenbilder und CRM. Im Folgenden werden die Menschenbilder und ihre Auswirkungen auf das CRM anhand von Beispielen analysiert.

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