



Dienstleistungsmanagement und Social Media: Potenziale, Strategien und Instrumente Forum Dienstleistungsmanagement (German Edition)

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Social Media-Plattformen haben sich in den letzten Jahren erfolgreich etabliert und immer mehr Menschen miteinander vernetzt. Auch zahlreiche Unternehmen haben begonnen, das wirtschaftliche Potenzial dieser Medienform stärker zu nutzen. Unternehmen und Kunden ziehen Vorteile aus dem interaktiven Austausch von Meinungen und Erfahrungen untereinander. Dies verändert das Management von Kundenbeziehungen insbesondere bei Dienstleistungen.

In „*Dienstleistungsmanagement und Social Media*“ beschäftigen sich renommierte Autoren in 26 Beiträgen umfassend und facettenreich mit den Erscheinungsformen von Social Media und der Frage, wie diese für das Management von Dienstleistungen eingesetzt werden können.

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