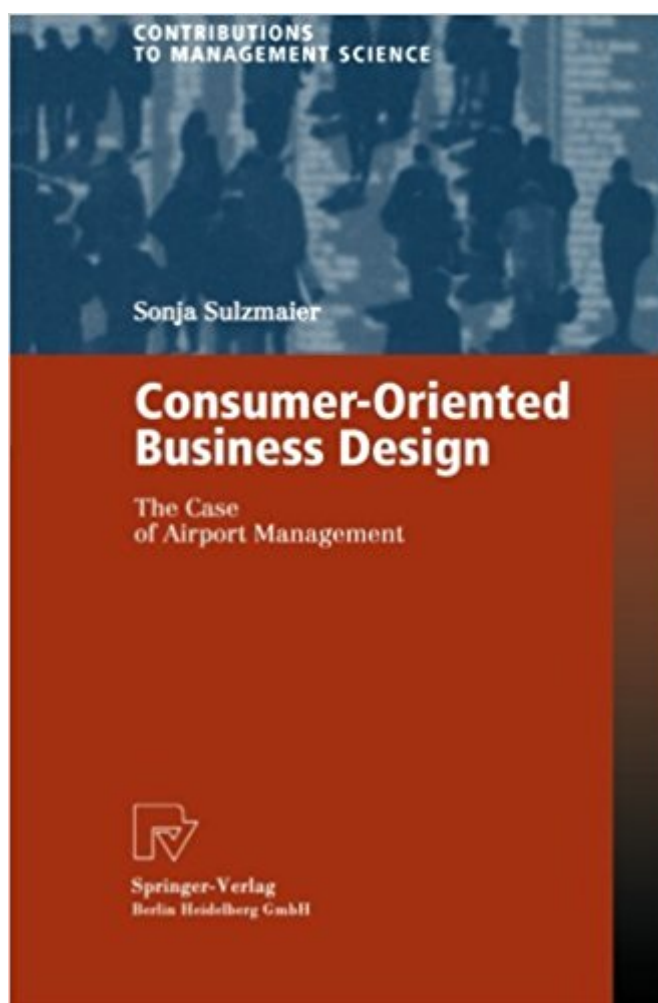


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Consumer-Oriented Business Design: The Case Of Airport Management (Contributions To Management Science)



Synopsis

Driven by rapidly changing business environments and more demanding consumers, many organizations are searching for new ways to achieve and retain a competitive advantage. In this context, new strategic frameworks and market research designs are needed that allow managers to synchronize the evolution of new offerings with changes in motivational patterns of consumers. This book presents a new strategic framework and the corresponding market research design which have already been tested successfully by a large empirical study at Munich airport. The framework has provided considerable input for new offering design and, therefore, the business redesign of organizations meeting future requirements of consumers.

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