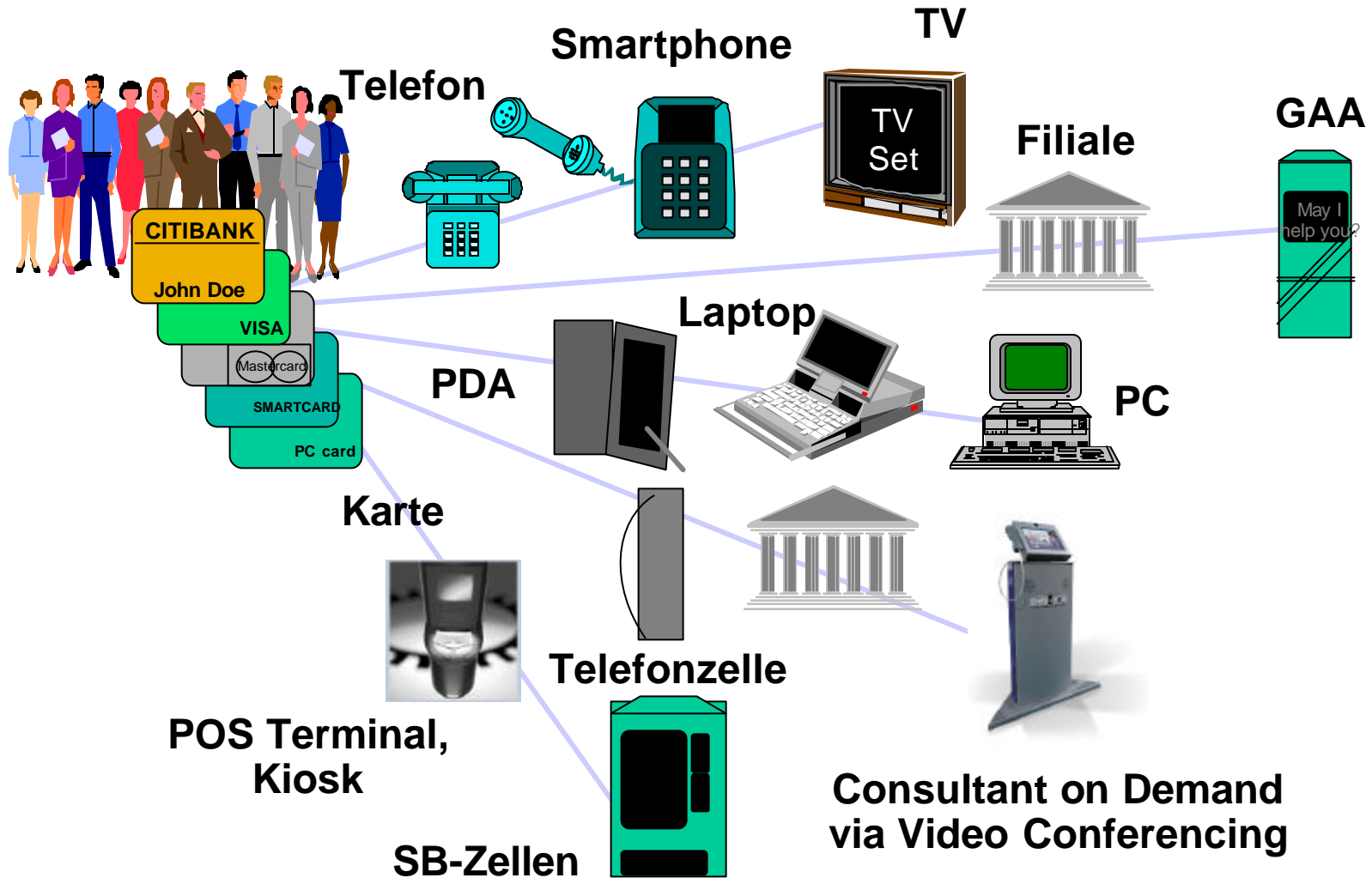
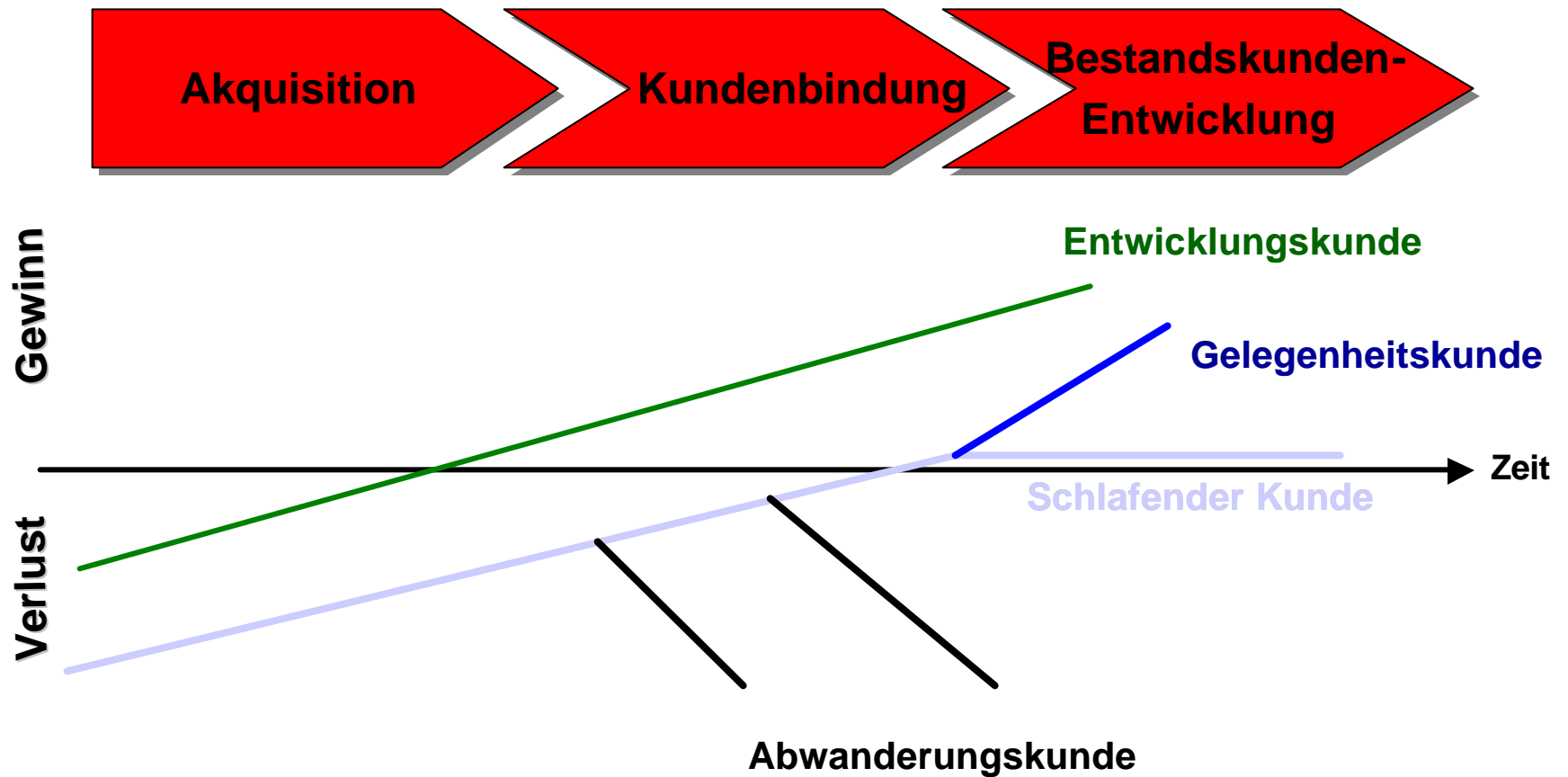


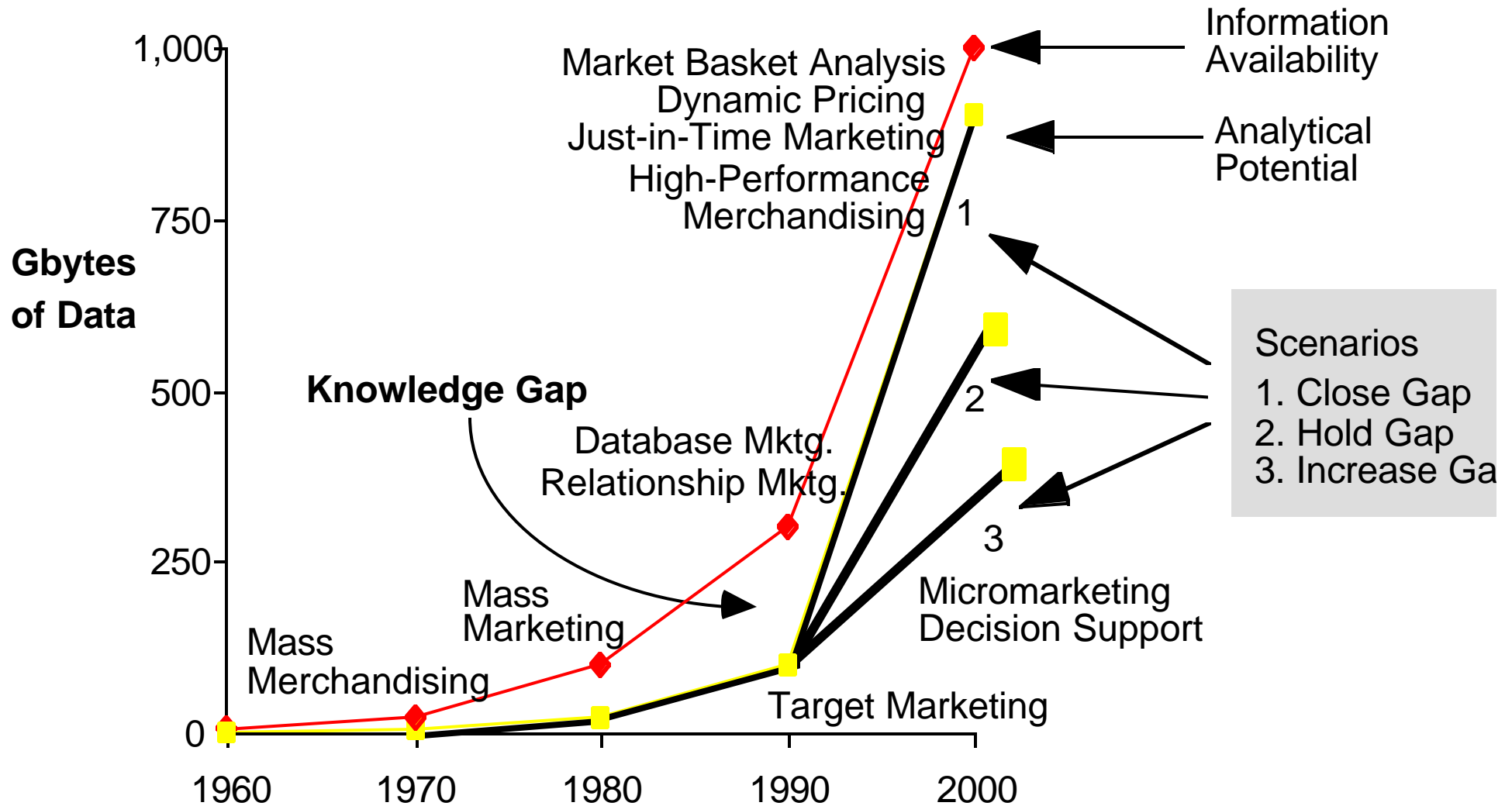
Vielfältige Medienlandschaft



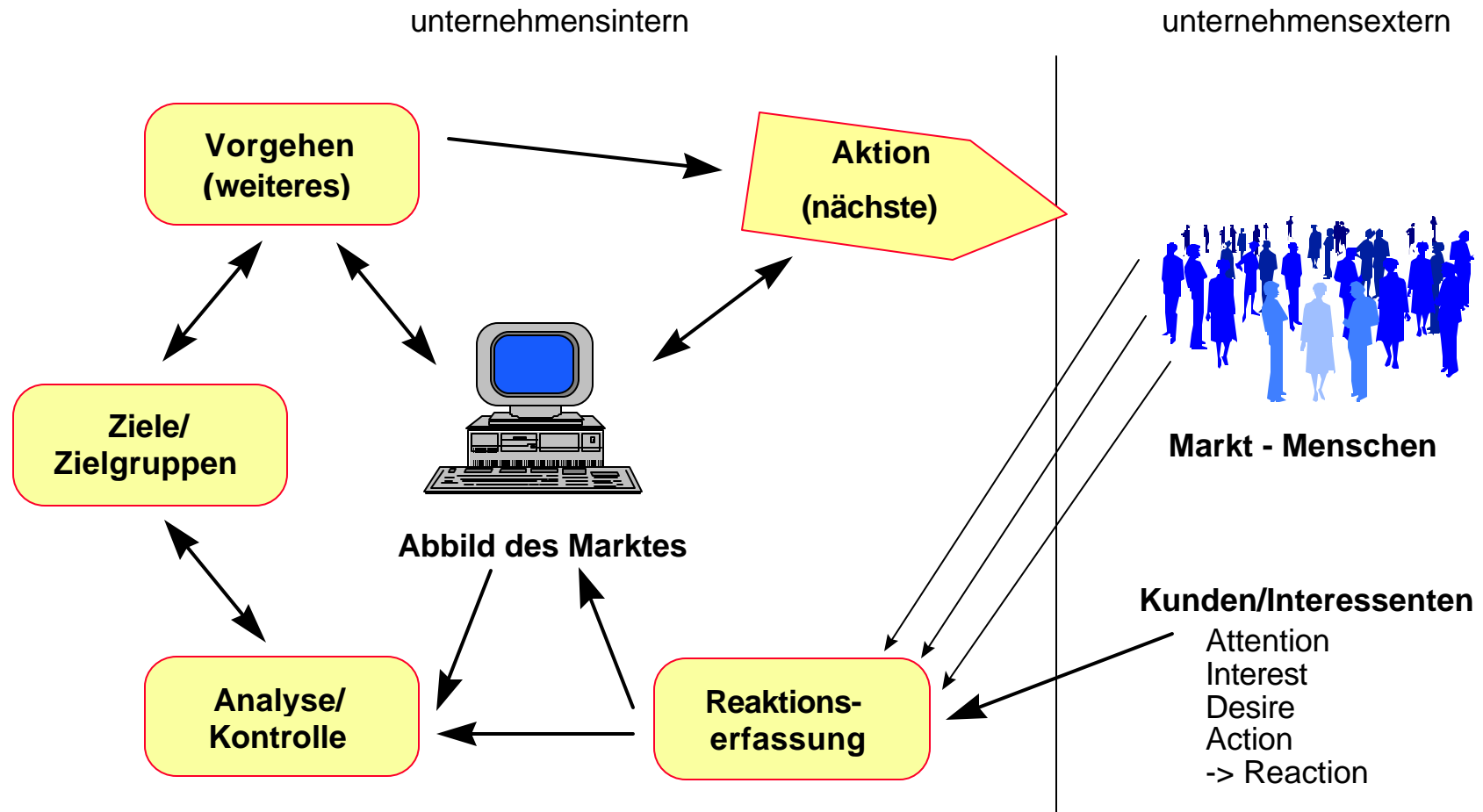
Abwanderungsgefährdung von Kunden



Das Marketing Knowledge Gap



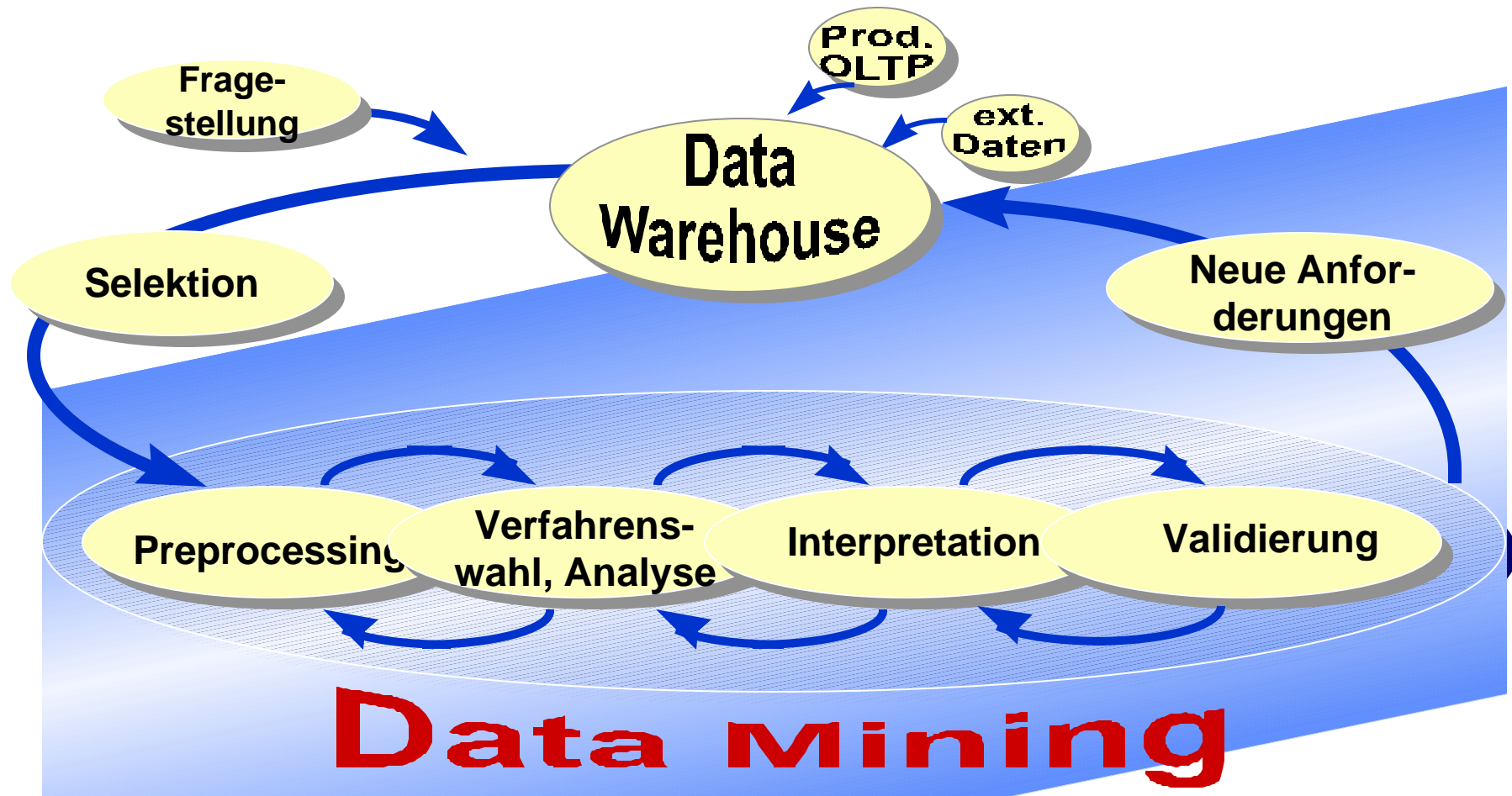
Regelkreis des Database Marketing



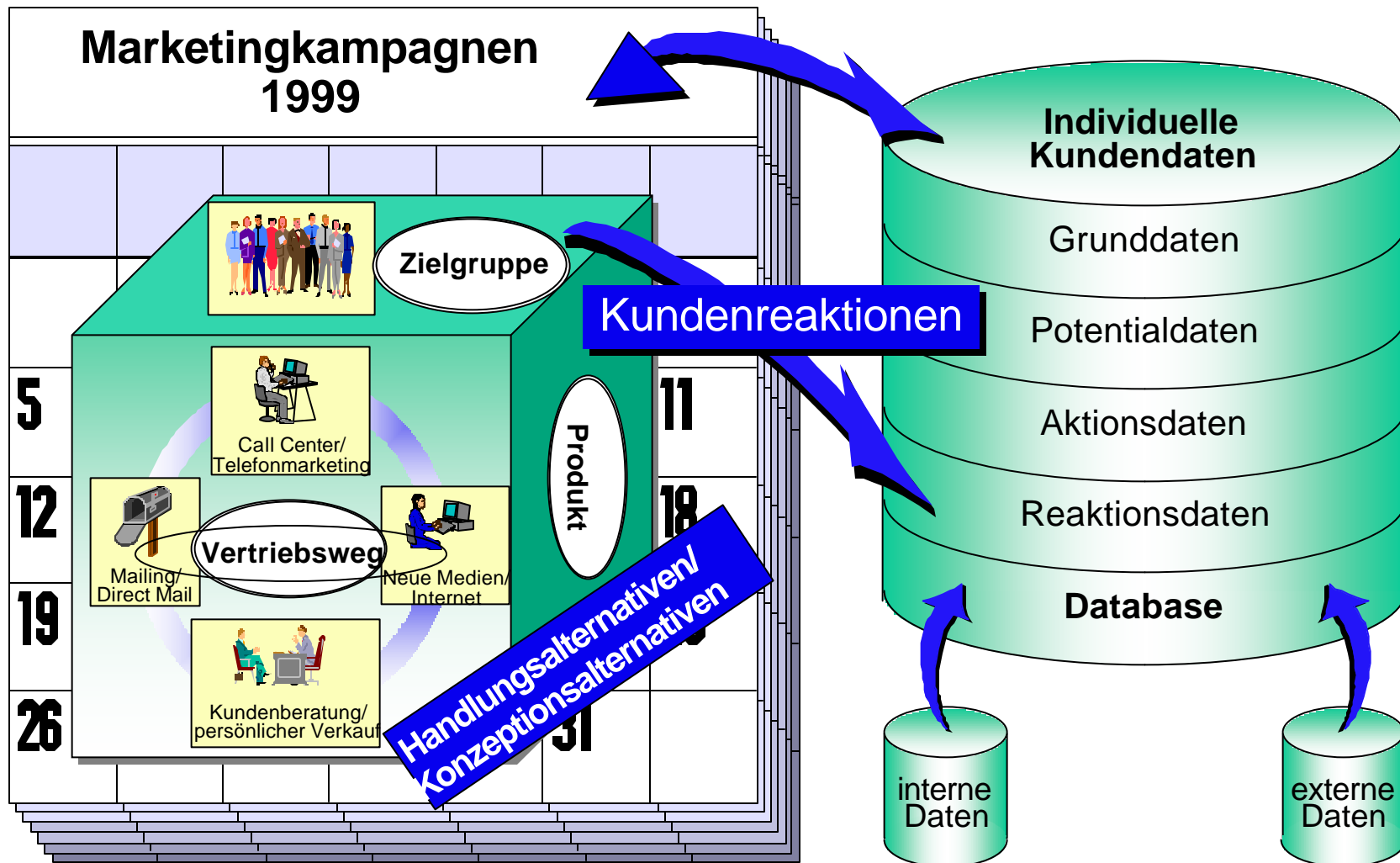
Funktionen im Database Marketing-Prozeß



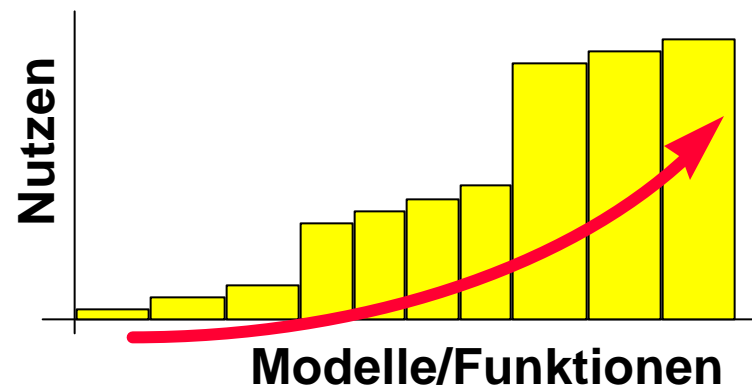
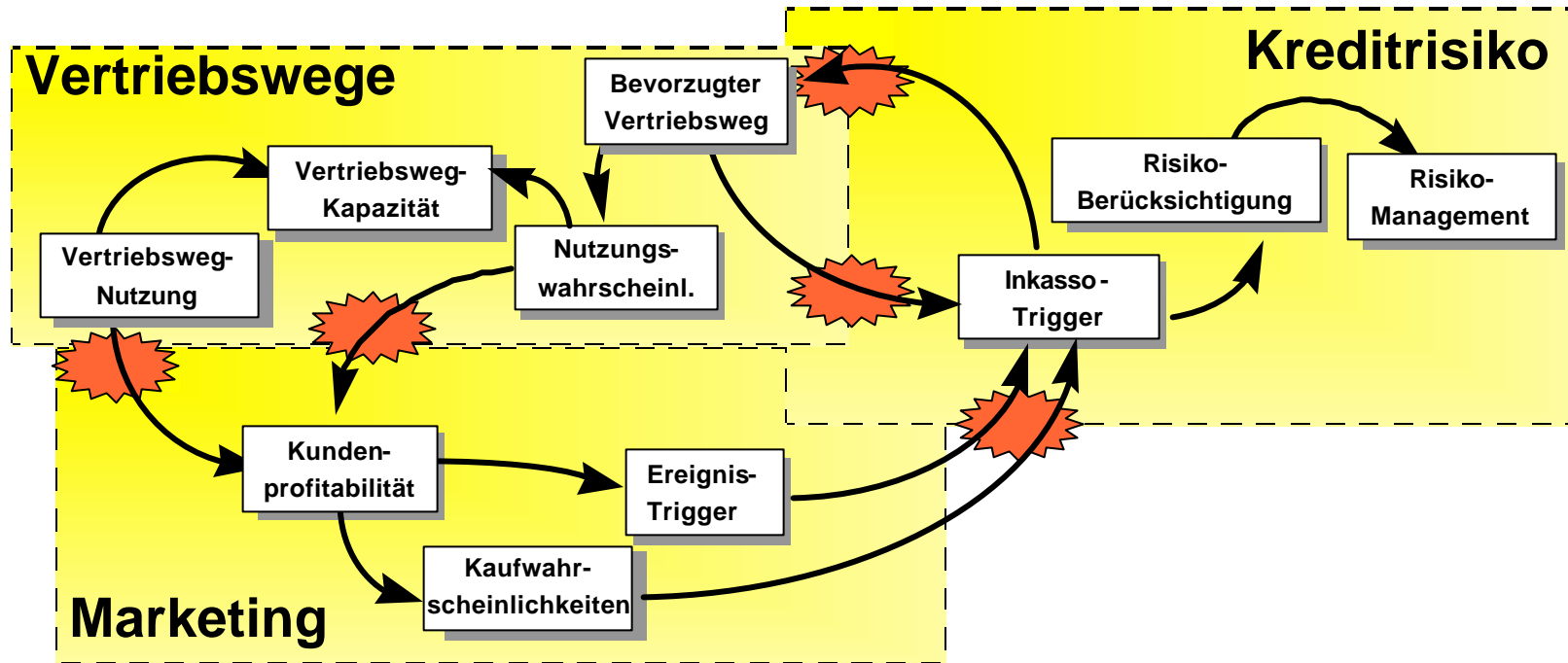
Der Data Mining-Prozeß



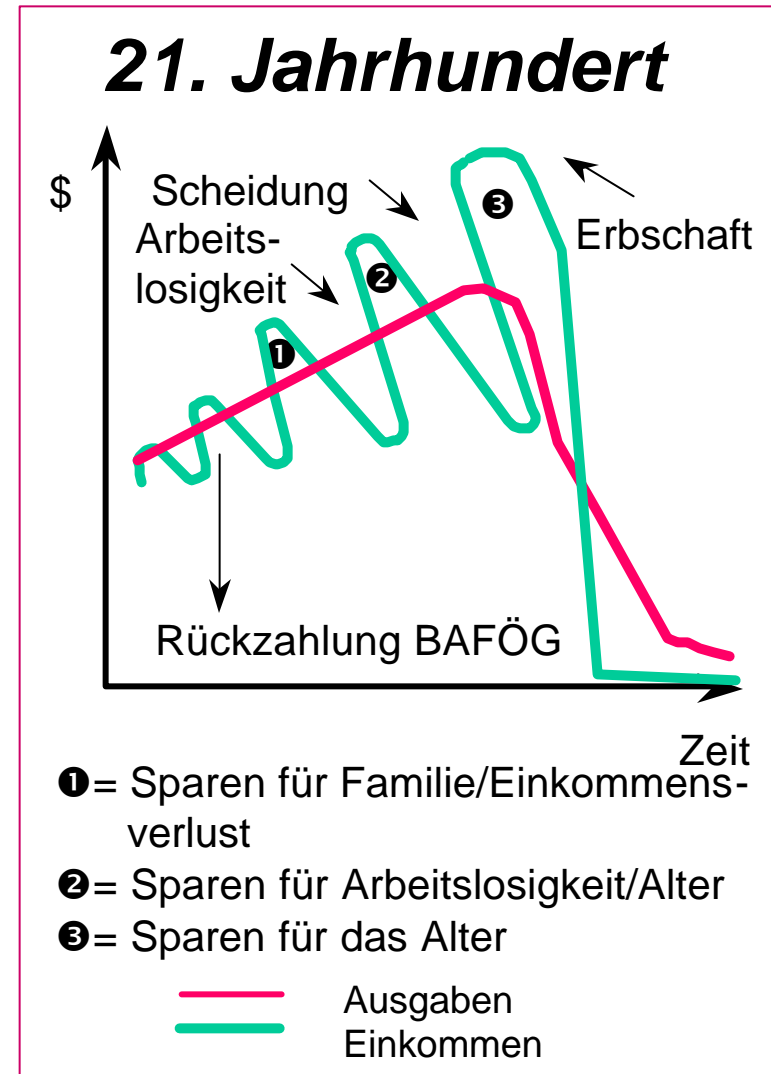
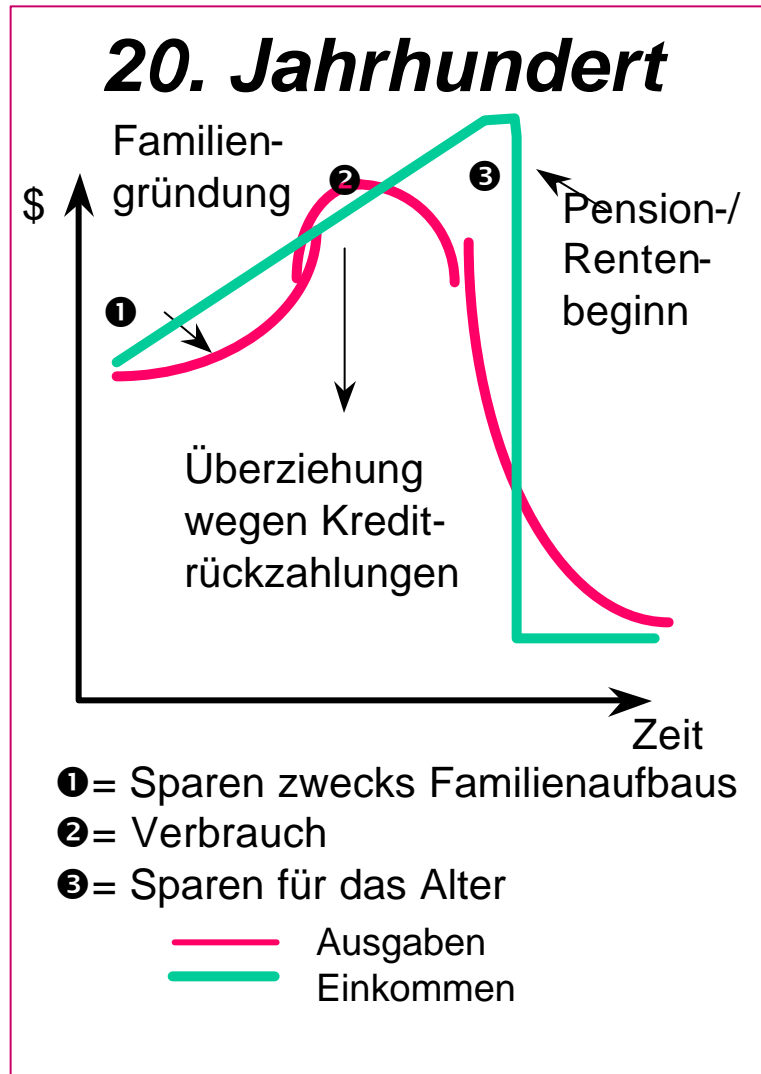
Daten in einer Marketing Database



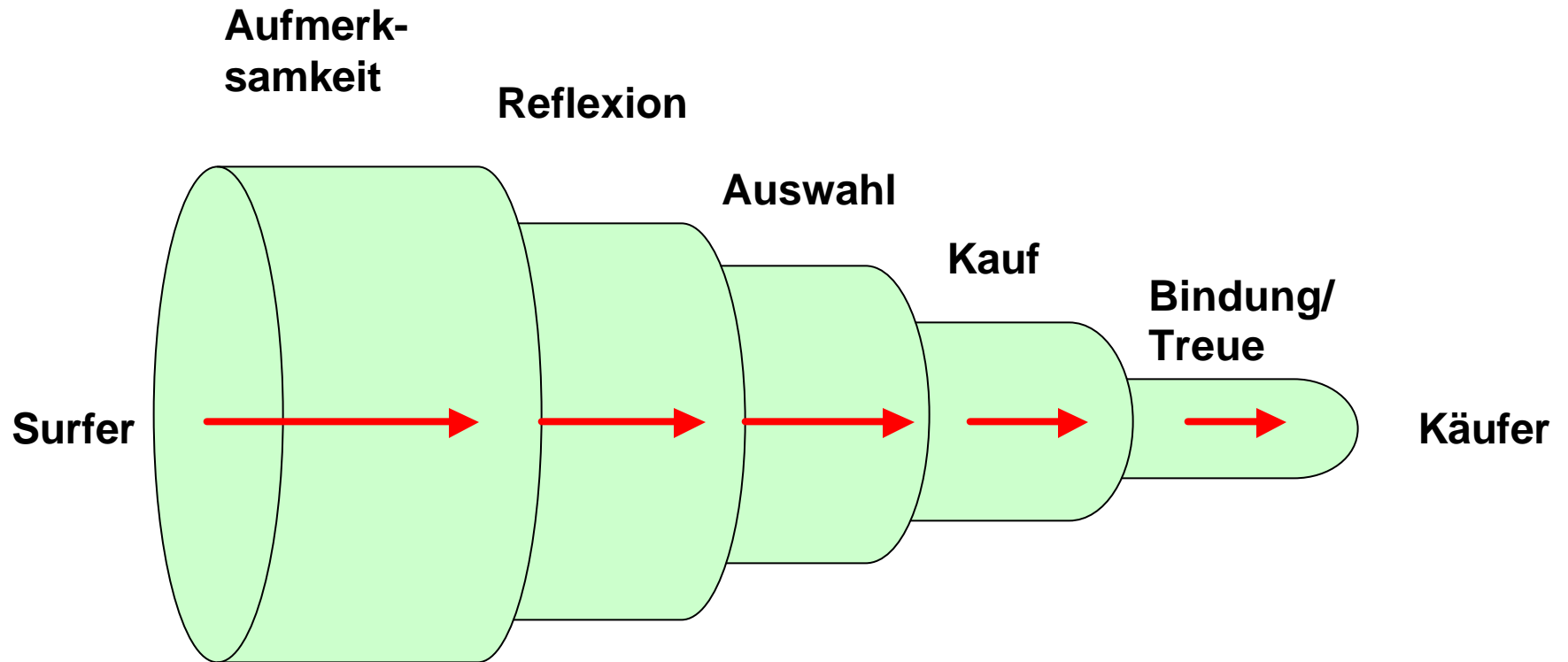
Wertzunahme bei funktions-/ abteilungsübergreifender Nutzung



Dynamik im Kundenverhalten am Beispiel "Lifestyle Cashflow"

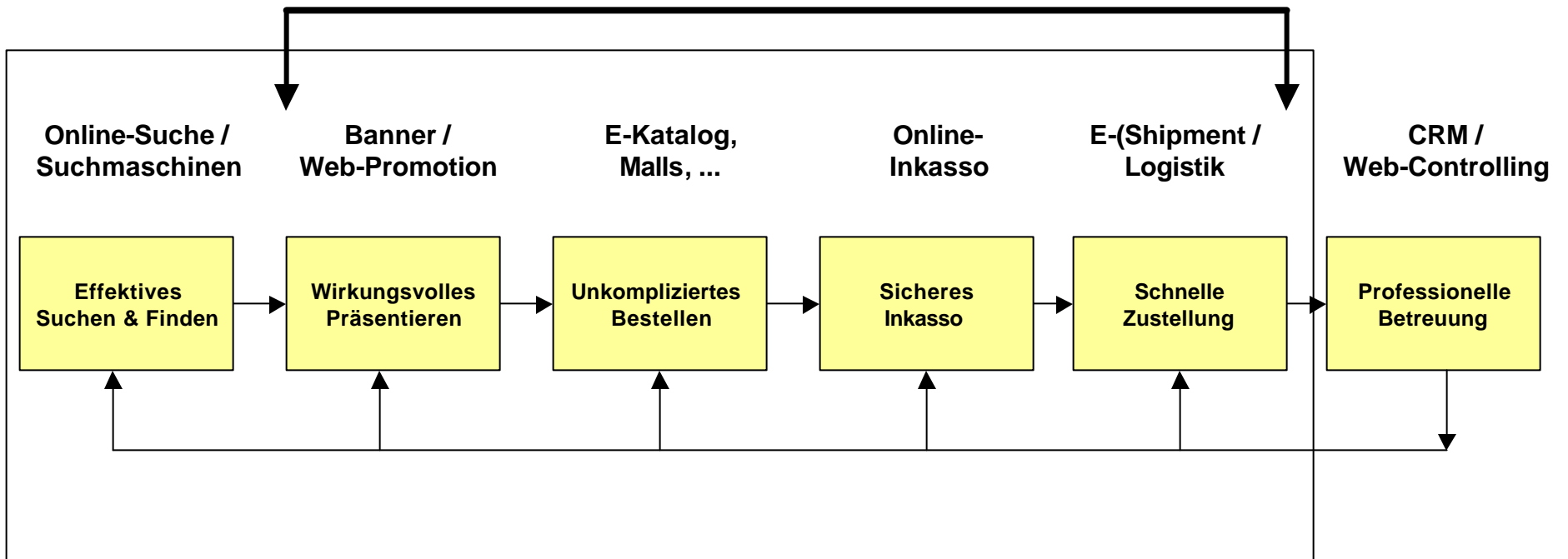


Konversion vom Surfer zum Käufer



Quelle: Forrester Research, CW 46/99

Electronic Shopping - Systeme



Quelle: Fritz I. Steiner