



Preispolitik im internationalen Marketing und westeuropäische Integration (Informationstechnologie und Ökonomie) (German Edition)

Ulrich Lutz

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Die Preispolitik ist derjenige unternehmerische Entscheidungsbereich, der von Entwicklungen der westeuropäischen Integration oft am stärksten berührt wird. Zumeist stehen hier Notwendigkeiten zur Verringerung einer landesspezifischen Preisdifferenzierung im Vordergrund. Mit der vorliegenden Arbeit wurden, bezogen auf den europäischen Markt, erstmals die Ursachen bestehender Preisunterschiede umfassend ergründet, was die Ableitung von Ansatzpunkten zur Preisharmonisierung erlaubt. Darüber hinaus wurde generell die Thematik der Preispolitik als Teilbereich des Internationalen Marketing aufgearbeitet.

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