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Johannes Wieser

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Studienarbeit aus dem Jahr 2006 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 2,0, Universität Konstanz, Veranstaltung: Strategic management und Organisation, 11 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: In dieser Arbeit geht es um Wettbewerb in weiteren Sinn. Insbesondere um räumlichen Wettbewerb und Preisdiskriminierung (Hotelling, Preiswettbewerb). Der Schwerpunkt der Arbeit liegt auf monopolistischem Wettbewerb. Diese Konzepte werden auf die Strategien der Supermärkte übertragen.

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