



**Customer Relationship Management im
Krankenhaus: Empirische Überprüfung eines
Kundenwertmodells für niedergelassene Ärzte
(Marktorientiertes Management) (German
Edition)**

Dirk Heinrich

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Dirk Heinrich

Dirk Heinrich entwickelt ein Kundenwertmodell für niedergelassene Ärzte und operationalisiert es für ein spezifisches Krankenhaus, bevor er Handlungsempfehlungen für das Krankenhausmanagement ableitet.

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