



Mitarbeiter- und Kundenzufriedenheit (German Edition)

Nicole Kleinschmidt

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Studienarbeit aus dem Jahr 2003 im Fachbereich Psychologie - Arbeit, Betrieb, Organisation und Wirtschaft, Note: 5.5 (Schweiz), Universität Basel (WWZ), Veranstaltung: Arbeits- und Organisationspsychologie, Sprache: Deutsch, Abstract: In der vorliegenden Arbeit sollen zunächst die Konstrukte Mitarbeiter- und Kundenzufriedenheit näher beleuchtet werden. Anschliessend wird der Frage nachgegangen, ob es einen zufriedenen Mitarbeiter braucht, um den Kunden zufrieden zu stellen. Abschliessend soll untersucht werden, ob ein zufriedener Kunde Mitarbeiterzufriedenheit auslösen kann.



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