

Andreas Klein / Kathrin Stiel / Julian Brands

**Marketing for services - theoretical aspects
and practical examples from European low
fare airlines**

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Bibliographic information published by the German National Library:

The German National Library lists this publication in the National Bibliography; detailed bibliographic data are available on the Internet at <http://dnb.dnb.de> .

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Imprint:

Copyright © 2006 GRIN Verlag
ISBN: 9783638613132

This book at GRIN:

<https://www.grin.com/document/69227>

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Fachhochschule für Oekonomie & Management, Essen
Studiengang zum Diplom-Kaufmann (FH), SS 2006
6. Semester, Standort Leverkusen / Köln - Nord

Case Study International Management - International Marketing

Marketing for services - theoretical aspects and practical examples from European low fare airlines

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Leverkusen, 09 June 2006

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II. List of abbreviations

3 Ps	People, physical facilities, process management, i.e. the expansion of the classical marketing mix to fulfil the requirements of service marketing
4 Ps	Product, price, promotion, place, i.e. the classical marketing mix
7 Ps	Product, price, promotion, place, people, physical facilities, process management, i.e. the expanded marketing mix or service marketing mix
Acc.	According
A.o.	And others
DBA	Deutsche British Airways Luftfahrtgesellschaft mbH
Ed.	Editor
E.g.	Exempli gratia (=for example)
Et seqq.	Et sequens (=and the following, plural)
Et seq.	Et sequens (=and the following, singular)
Etc.	Et cetera (=and so on)
EU	European Union
Fig.	Figure
GOAUC	German Organisation Against Unfair Competition
I.e.	Id est (=that means)
Kg	Kilogramme
LTU	Lufttransport-Unternehmen GmbH
P.	Page
Sth.	Something
SARS	Severe Acute Respiratory Syndrome
Tab.	Table
TV	Television
Vol.	Volume
W/o	Without