



Definition und Besonderheiten von Dienstleistungen (German Edition)

Timo Werner

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Akademische Arbeit aus dem Jahr 2006 im Fachbereich BWL - Controlling, Note: 2,3, Hochschule Pforzheim, Sprache: Deutsch, Abstract: „Dienstleistung“ ist ein Begriff der Alltagssprache. Jeder Mensch kennt ihn, verwendet ihn und hat eine mehr oder weniger klare Vorstellung von dem, was er bedeutet. Gleichwohl ist es, wie bei vielen anderen Worten auch, ziemlich schwierig zu sagen, was sich genau dahinter verbirgt. Dass mit einem umgangssprachlichen Begriff so viele und zum Teil unterschiedliche Inhalte verbunden werden, stört nicht weiter, denn bei seiner Verwendung im Alltag kommt es nicht auf Präzision an. Anders sieht es aus, wenn der Begriff „Dienstleistung“ im wissenschaftlichen Zusammenhang benutzt wird. Im Folgenden sollen die verschiedenen in der Literatur vorhandenen Definitionsvorschläge zum Begriff der Dienstleistung erläutert werden.

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