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Exposee

[Fesseln Sie Ihre Leser mit einem ansprechenden Exposee. Normalerweise ist dies eine kurze Zusammenfassung des Dokuments.   
Wenn Sie Ihre Inhalte hinzufügen möchten, einfach hier klicken und mit der Eingabe beginnen.]

Marketing in der Sharing Economy

Das Beispiel Uber

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# Einleitung

# Sharing Economy

# Marketing in der Sharing Economy

### Anforderungen neuer Unternehmen

Wie im vorherigen Kapitel beschrieben unterscheidet sich die Sharing Economy in ihrer Unternehmenslandschaft und ihren Geschäftsmodellen deutlich von traditionellen Märkten. Der Anteil neuer und oft kleiner Unternehmen ist signifikant höher. Als Neukömmlinge auf dem Markt sind diese Firmen mit besonderen Herausforderungen konfrontiert, denen sich auch und Marketing stellen muss.

Insbesondere gilt es dank Marketing die Unbekanntheit des Unternehmens bei potentiellen Kunden, seinen Zulieferern und möglichen Partnerunternehmen zu überwinden. Anders formuliert muss Marketing Tauschbeziehungen aufzubauen in einem Umfeld, in welchem die Firma aufgrund ihrer Neuheit bei anderen Akteuren noch kein Vertrauen genießt, das auf Erfahrungswerten basiert (Gruber 2004, 168). Ebenso wenig können sich Geschäftspartner und Verbraucher den Erfolgsaussichten des Business Models gewiss sein.

Während sich Marketing herkömmlich an die Kunden von Waren und Dienstleistungen richtet, seien dies Endverbraucher oder Geschäftspartner im B2B-Bereich, können Verbraucher in der Sharing Economy eine doppelte Rolle einnehmen.

# Ubers Position und seine Position auf dem Taxi-Markt

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