



# **Kommunikation - Erfolgsfaktor in der Apotheke: Kundengespräche, Teambildung, Wirkung der Apotheke (German Edition)**

*Michaela Beer, Roland Rutschke*

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Gelungene Kundenkommunikation ist die Grundlage des Erfolgs für Apotheken. In dem Band stellen die Autoren dar, welche Faktoren am Verkaufstresen dazu beitragen, dass Kommunikation gelingt, und welche sie scheitern lassen. Dabei werden die Leitlinien der Bundesvereinigung Deutscher Apothekerverbände genauso thematisiert wie Kommunikationssituationen mit schwierigen Kunden. Ferner behandeln die Autoren die Kommunikation im Team: Teambildung, Führung, Motivation und Konflikte. Mit Checklisten für eine erfolgreiche Umsetzung.

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