



Business Travel Management: Praxis-Know-how für den Einkäufer (German Edition)

Rüdiger Mahnicke

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Der Praxisleitfaden bietet eine Einführung in den Einkauf von Reiseleistungen. Der strategische Einkauf von Geschäftsreisen wird in vielen Unternehmen immer noch stiefmütterlich behandelt. Eine klar erkennbare Tendenz ist aber, dass die Zuständigkeit für das Thema, wenn Unternehmen sich damit beschäftigen, in den Einkauf gegeben wird. Häufig wird die Zuständigkeit für den Einkauf von Geschäftsreisen einem strategischen Einkäufer zugeschlagen, ohne dass dieser Fachkenntnisse im Bereich Geschäftsreisen sammeln konnte.

Das Buch behandelt die Bereiche Flug, Bahn, Mietwagen und Hotel, Methoden und Besonderheiten der Ausschreibung sowie Einkaufshebel werden benannt. Großen Raum nimmt die Auswahl von und Zusammenarbeit mit Reisebüros ein. Dem Einkäufer wird gezeigt, welche Statistiken und Kennzahlen für seinen maximalen Erfolg wichtig sind und wie er sein Travel-Portfolio intern an den Mann bringen kann.

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