

Das Bombengeschäft mit Neuheiten

Der Reiz der Neuheit

Bewährte Markenprodukte hatten früher ein langes Leben. Heute, in unserer schnellebigen Zeit, hat sich da manches geändert. Was gestern noch unter dem Motto "Und läuft und läuft ..." angeboten werden konnte, muss heute nicht selten bereits nach kurzer Zeit mit einem neuen Namen versehen werden oder als Produkt den Zusatz "XY" bekommen, wenn der Hersteller gegenüber der Konkurrenz bestehen will.

Alles, was neu ist, passt in unsere Zeit. Man macht Mode für "Leute von heute", schafft Pflegemittel und technische Geräte für die "Frau von morgen" und erweckt hier und da mit dem Namen "XY-3000" den Eindruck, dass man bereits seiner Zeit - bis ins Jahr 3000 - voraus ist. Zwar ist das Wort Neuheit längst ein alter Hut, wie es einmal ein Werbemanager ausdrückte.

Dessen ungeachtet hat "Neuheit" aber immer noch psychologische Zugkraft. Ganze Industriezweige, Heere von Erfindern, Konstrukteuren und Technikern tun nichts anderes, als nach immer wieder neuen Produkten zu forschen, sie zu entwickeln und dem neuheitenhungrigen Publikum vorzustellen.

Man fragt sich unwillkürlich, wie lange das noch gut gehen kann. Denn rein rechnerisch müsste irgendwann einmal ein Sättigungspunkt erreicht sein, wo man nichts Neues mehr erfinden und produzieren kann. Doch dem ist nicht so.

Jährlich werden in aller Welt Zehntausende von Artikeln neu entwickelt oder als Weiterentwicklungen von bereits bestehenden Produkten hergestellt. Nur ein verschwindend kleiner Bruchteil davon wird uns überhaupt bekannt. Einige Artikel kommen nur kurz auf den Markt, andere leben ein bis zwei Jahre, und wieder andere werden dann zu langlebigen Verkaufserfolgern. Diese letzteren aufzuspüren, sie unter's Volk zu bringen und massenhaft umzusetzen, bringt erst den eigentlichen Gewinn.

Hier allerdings hapert es bei vielen Geschäftsleuten. Wie soll man sich die Anziehungskraft neuer Produkte zunutze machen, wenn man nicht weiss, wer die geeigneten Produkte herstellt und wie man daran kommt? Dabei ist das gar nicht so schwierig, wie es auf den ersten Blick aussieht. Es bedarf dazu nur einiger Gewusst wie- und Gewusst wo - Informationen, über die wir uns im nachfolgenden eingehend unterhalten wollen. Ausserdem soll einmal aufgezeigt werden, wie man sich mit Neuheiten tatsächlich ein "Bombengeschäft" und einen dementsprechenden Umsatz schafft.

Das Aufspüren von Neuheiten

Stellen Sie sich einmal vor, Sie hätten soeben ein neues Produkt entwickelt und möchten es bekannt machen. Wie und wo würden Sie das tun? Es gibt dafür mehrere Möglichkeiten:

1. Sie mieten einen Stand auf einer Fachmesse und stellen dort, wo die Wiederverkäufer suchend durch die Anbieterreihen gehen, Ihr Produkt vor.
2. Sie geben ein Inserat in einer Fachzeitung auf

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Horst Ludwig



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Table of Contents Das Bombengesch Ft Mit Neuheiten Neuheit Ebook

1. Understanding the eBook Das Bombengesch Ft Mit Neuheiten Neuheit Ebook
 - The Rise of Digital Reading Das Bombengesch Ft Mit Neuheiten Neuheit Ebook
 - Advantages of eBooks Over Traditional Books
2. Identifying Das Bombengesch Ft Mit Neuheiten Neuheit Ebook
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Das Bombengesch Ft Mit Neuheiten Neuheit Ebook
 - User-Friendly Interface
4. Exploring eBook Recommendations from Das Bombengesch Ft Mit Neuheiten Neuheit Ebook
 - Personalized Recommendations
 - Das Bombengesch Ft Mit Neuheiten Neuheit Ebook User Reviews and Ratings
 - Das Bombengesch Ft Mit Neuheiten Neuheit Ebook and Bestseller Lists
5. Accessing Das Bombengesch Ft Mit Neuheiten Neuheit Ebook Free and Paid eBooks
 - Das Bombengesch Ft Mit Neuheiten Neuheit Ebook Public Domain eBooks
 - Das Bombengesch Ft Mit Neuheiten Neuheit Ebook eBook Subscription Services

- Das Bombengescht Ft Mit Neuheiten Neuheit Ebook Budget-Friendly Options
- 6. Navigating Das Bombengescht Ft Mit Neuheiten Neuheit Ebook eBook Formats
 - ePub, PDF, MOBI, and More
 - Das Bombengescht Ft Mit Neuheiten Neuheit Ebook Compatibility with Devices
 - Das Bombengescht Ft Mit Neuheiten Neuheit Ebook Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Das Bombengescht Ft Mit Neuheiten Neuheit Ebook
 - Highlighting and Note-Taking Das Bombengescht Ft Mit Neuheiten Neuheit Ebook
 - Interactive Elements Das Bombengescht Ft Mit Neuheiten Neuheit Ebook
- 8. Staying Engaged with Das Bombengescht Ft Mit Neuheiten Neuheit Ebook
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Das Bombengescht Ft Mit Neuheiten Neuheit Ebook
- 9. Balancing eBooks and Physical Books Das Bombengescht Ft Mit Neuheiten Neuheit Ebook
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Das Bombengescht Ft Mit Neuheiten Neuheit Ebook
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Das Bombengescht Ft Mit Neuheiten Neuheit Ebook
 - Setting Reading Goals Das Bombengescht Ft Mit Neuheiten Neuheit Ebook
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Das Bombengescht Ft Mit Neuheiten Neuheit Ebook
 - Fact-Checking eBook Content of Das Bombengescht Ft Mit Neuheiten Neuheit Ebook
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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