



# **Ausgereizt!: Die Billig-Strategie im Praxis-Check (Dein Business) (German Edition)**

*Kurt-Georg Scheible*

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Nein, es sind nicht nur die Automobilbranche oder die Lebensmittelindustrie, die mit ihren Billig-Strategie-Skandalen für Schlagzeilen sorgen. Die "Aldiisierung" unserer Gesellschaft ist in vollem Gange. Gleich ob Autos, Lebensmittel, Kleidung oder gar Gesundheit, es geht nicht mehr um "günstig", es geht um "billig". Der Preis ist die "Waffe", mit der an allen Fronten gekämpft wird. Anhand von konkreten Beispielen führt das kostenlose E-Booklet in die Thematik ein und schließt mit einem Selbsttest: Wie verhalten wir uns selbst in den unterschiedlichsten Situationen? Inwiefern tragen wir dazu bei, dass wir uns gegenseitig die Butter vom Brot nehmen, und wo können wir fragen: "Darfs noch ein bissl mehr sein?". Das E-Booklet dient als ausführliche Leseprobe für das Buch "Ausgereizt! Warum wir uns gegenseitig die Butter vom Brot nehmen" von Kurt-Georg Scheible.

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