

Digitalisation in Mobility Service Industry

A Survey-based Expert Analysis

Ladenpreis: 54,99EUR

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<https://shop.lexisnexis.at/digitalisation-in-mobility-service-industry-9783031071539.html>

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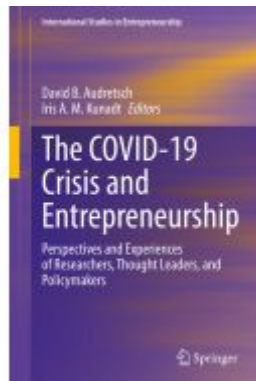
This book focuses on the implications of digitalisation in the mobility service industry. Based on an analysis of more than 450 survey responses, it explores and assesses mobility in the age of digitalisation. The content covers both changes in the relationship between the company and its customers and a potential paradigm shift among leading companies. The findings suggest that a shift from traditional mobility management to a more customer-centred management perspective is both widely accepted and increasingly necessary. Nevertheless, the inclusion of services that are not primarily concerned with overcoming spatial distances is considered to be less attractive.

Given its scope, the book will be of interest to researchers and professionals who are involved in digitalisation in the mobility service industry.

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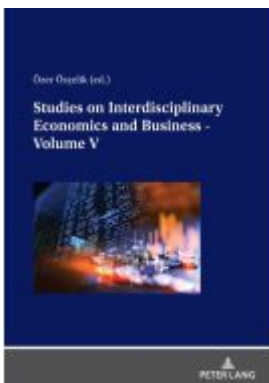
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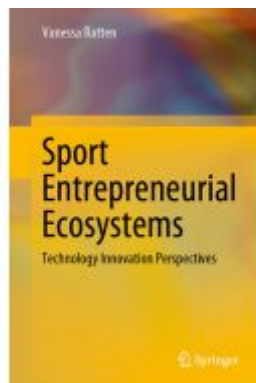
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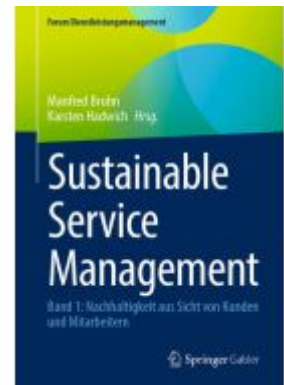
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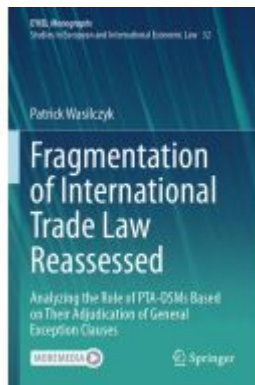
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