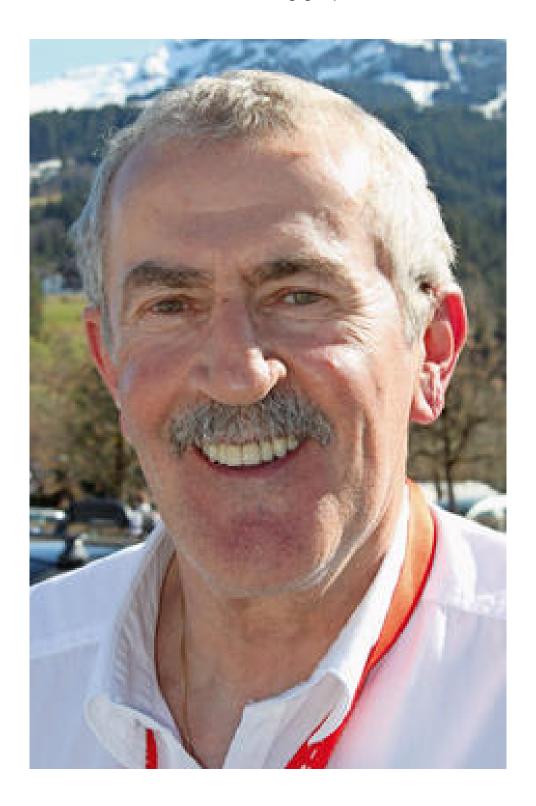


## **Brief an die Fleischer (7)**

Liebe Kolleginnen und Kollegen, ich habe in den letzten beiden Briefen über die Themen Zusammenarbeit – Bündelung der Kräfte innerhalb der Branche – und Kundenbindung gesprochen.



6Y]XY'gc``hYbž'k]Y'k]f'Ui W\']b'XYb'Zc`[YbXYb'5i gZØ\fi b[YbgY\Yb'kYfXYbž'Y]bYb'Z]IYb'D`Uhn']b'i bgYfYb Ni\_i bZhgØVYf`Y[i b[Yb'\UVYb"

<Yi hY k YfZY ]Wk Y]bYb 6`]W\_ Ui Z'X]Y i bhYfgWk ]YX`]Wk Yb
G]Wk hk Y]gYb ini a `H\ Ya Yb\_fY]g K YfVi b[ ž'VY] XYa `k ]f
gdf]Wk k Ofh`]Wk j ca `? Ua dZ' 8 Uj ]X [ Y[ Yb ; c`]Uh\ `Ui g[ Y\ Yb
a ØggYb "I bX hfchnXYa ž'gc VY\ Ui dhY ]Wk ž'\ UVYb `Ui Wk `k ]f [ i hY
A O[ `]Wk\_Y]hYbžX]Y dchYbh]Y``Yb '? i bXYb ]b i bgYfYa
9]bni [ g[ YV]Yhin]Y`[ YbUi `Ubni gdfYWk Yb i bX g]bb[ Ya À» 'j cb
ni \ Ui gY `UVni \ c`Yb " 8 Ug `VYghY `K Yf\_nYi [ `XUni `]gh'nk Y]ZY`gc\bY
XUg : `i [ V`Uhhž'gcZYfbY `Yg'bUWk Zc`[ YbXY `5bZcfXYfi b[ Yb `YfZØ``h</pre>

%"'BYi\_i bXYb[Yk]bbib[

8 Yf'?i bXY']gh'XUg'N]Y``'YXYf'K YfVi b[ "'G]Y'a i ggž'\_i fn'[ YgU[ hž'X]Y BYi [ ]Yf'XYf'?i bXYb` 'Ui W\'YbYfž'X]Y'i bgYf'; YgW\ÀZh'bcW\'b]W\h \_YbbYb` 'k YW\_Yb'i bX'ni 'Y]bYa '9]b\_Ui Z'j Yf`Y]hYb"'6Y]'XYf 5i gk U\``XYf'VYk cfVYbYb'5fh]\_Y``]gh'Y]b'A ]I 'Ui g ?i bXYbYfk Ufhi b[ Yb'i bX'DfcXi \_h]cbgUbZcfXYfi b[ Yb'g]bbj c``"

 $5 g'[ihY' < UbXk Yf_gVYhf]YVY'fYXYb'k]f'bUhØf`]WX'ØVYf$ 

'YWXhY'FY[]cbU`]hÀh

'Y\f`]W\Y'<UbXkYf\_geiU`]hÀh'ibX

'dYfgÒb`]WXYb'GYfj]WY

8 UgʻU``Y]bʻ]ghʻUVYfʻb]W\hʻ[Ybi ["'G]Yʻa ØggYbʻVY]ʻXYf 5fh]\_Y`Ui gk U\``XYbʻNY]h[YgW\a UW\_'Ui W\`XYfʻ^b[Yb'?i bXYb hfYZZYbžXUbbii bXik UbbibYi YiDfcXi \_hYiUbV]YhYbii bXibUhØf`]WXUi WXiX]Yi5b[YVchgdfY]gYiUi ZiY]bYa iUb[Ya YggYbYbiB]j YUi \U`hYb"

## ' "'K YfVi b[ 'a i gg bUW\\U`h][ 'a UW\VUf'i bX ``Y]ghVUf'gY]b

#W `\U`hY`b]WW hij ]Y``XUj cbž: `i [ V`ÀhhYf'bi f'ni `VYgcbXYfYb
5b`ÀggYb'k ]Y`K Y]\bUWW hYbži gk "`Ui gni gYbXYb"'=\fY'?i bXYb
k c``Yb'dYfa UbYbh'Yf]bbYfh'i bX'j YfZØ\fh'k YfXYb"'8Uni `VYXUfZ'Yg
XYf'FY[ Y`a À» ][ \_Y]h'ni a ]bXYgh']b': cfa 'Y]bYg'a cbUh`]WWYb
5i ggYbXY!F\mh\a i g"

 $8 ]Y :: fU[Y : XYf : @Y]ghVUf_Y]h` \land b[h'j cb'a \grave{O}[`]W \cdot gh'b]YXf][Yb'? cghYb ZØf'; fUZ]_ž : 8 fi W_i b X : J YfhY]`i b[ : UV'' : 8 Ug'[Y \land h']b' K ]f_`]W _Y]h'bi f ]bbYf \ U`V'Y]bYf'K YfVY[Ya Y]bgW \ UZhž : X]Y : ØVYf'Y]bY : gY \ f'[fc \ Y GhØW_nU\``Ub': `i [V`\hhYfb':X]Y'; YgUa h_cghYb'[Yf]b['\U`\hYb'_Ubb'' \ \ \ W \ K ]```\]Yf'_Y]bY : B Ua Yb'bYbbYbž'UVYf']W : XYb_Yž'G]Y : U``Y k ]ggYbž'j cb' k Y`W Yf'; fi ddY']W :\]Yf'gdfYW Y'''$ 

## ("'9]b'6]`X'gdf]W\h'a Y\f'U`g'%\$\$\$'K cfhY

: `i [ V`ÀhhYf`g]bX`6chgWW UZhYf`\Lambda fYg`; YgWW ÀZhYg"`A ]h`XYf

8 UfghY``i b[ '\Lambda fYf`DfcXi \_hYž`XYf`: chcei U`]hÀhž`k YW\_Yb`G]Y

VYgh]a a hY`9fk Ufhi b[ Yb`Ub`\Lambda f`; YgWW ÀZh"`@UggYb`G]Y`Ui g`X]YgYa

; fi bX`bi f`dfcZYgg]cbY``Y`6]`Xei U`]hÀh`]b`\Lambda fYb`K YfVYVchgWW UZhYb

ni ž`U``Yg`UbXYfY`k ÀfY`[ YfUXYni `\_cbhfUdfcXi \_h]j "

→W 'k Y]» 'Ui g'Y][ YbYf'9fZU\fi b[ ž'XUgg'XUg'gY\f'a Ø\Yj c```i bX

Ui WX 'hYi Yf'gY]b'\_Ubb"'HfchnXYa ']gh'Yg'i bYf`Àgg`]WX ž'k Ybb'G]Y'g]WX

U`g'E i U`]hÀhgUbV]YhYf'Ui Z'\c\Ya 'B]j YUi 'dfÀgYbh]YfYb'k c``Yb"'

## ) ""; Ya Y]bgWX UZhgk YfVi b[ 'j Yf`Ub[ h ?ca dfca ]ggVYfY]hgWX UZh

9]bY; Ya Y]bgW.UZhgk YfVi b[ '\Uh'i bVYghf]hhYb'JcfhY]`Y'VY]??cghYbi bX'8UfghY``i b[ gei U`]hÀh"'5VYf'g]Y'j Yf`Ub[ h'bUhØf`]W.ž'gc'k]Y'k]f Yg']b'j]Y`Yb'UbXYfYb'@YVYbgVYfY]W.Yb'Ui W. 'Yf`YVYbž?cadfca]ggVYfY]hgW.UZh'jcb'U``Yb'HY]`bY\aYfb"'Ni[ YghÀbXb]ggY

VY] XYf 5fh]\_Y `Ui gk U\``c XYf `XYf `DfY]g[ YghU`hi b[ 'j Yf`]YfYb `Ub 6YXYi hi b[ ž'k Ybb'a Ub `X]Y `J cfhY]`Y `VY] `5fVY]hgYfgdUfb]g'i bX ? cghYbY]bgdUfi b[ '[ Y[ YbfYW\bYh"@UggYb `G]Y `a ]W\ ni gUa a YbZUggYb"'=\W\ 'V]b'ØVYfnYi [ h'XUj cbž XUgg'Ui W\ 'k ]f : `Y]gW\Yf `XYf `K YfVY\_fUZh `XYg' < UbXY`g `Yhk Ug `Ybh[ Y[ Yb 'ni 'gYhnYb \UVYb'i bX `XUgg'k ]f `XUa ]h'i bgYfY `A Uf\_hdcg]h]cb'bUW\\U`h][ 'i bX `Ub[ Zf]gh][ 'UVg]W\Yfb'\_ObbYb" `K ]f `gc ``hYb `Yg `g]bbj c ``Yfk Y]gY [ Ya Y]bgUa 'Ub[ Y\Yb'

A  $]h'_c`Y[]U`Yb'; fØ*Ybž'?Uf`KY[gWU]XYf$ 

.

6 Ygi WX Yb 'G]Y 'i bg 'Ui Z. 'Z`Y]gWX i b X Wc "Uh