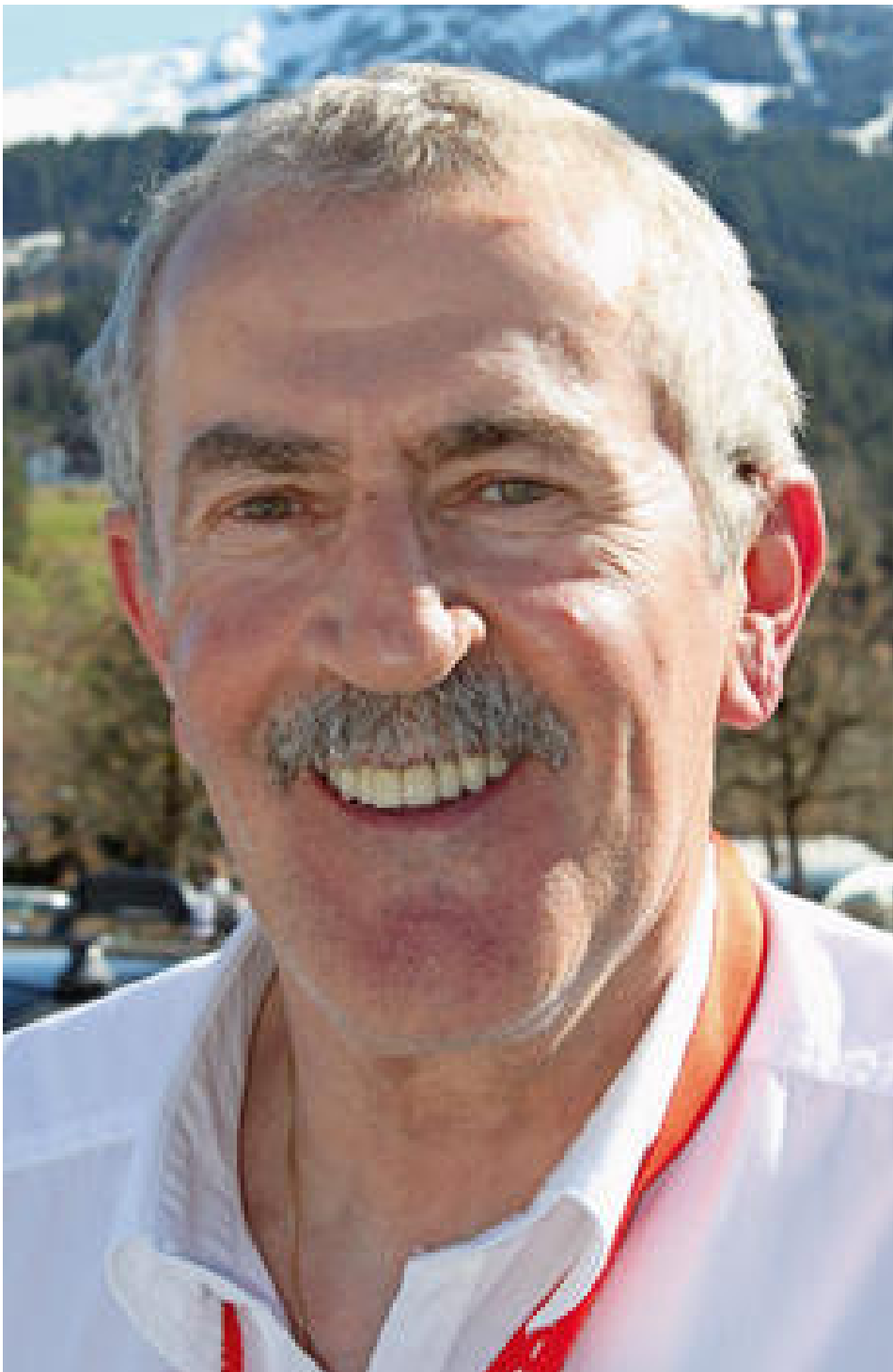


## Brief an die Fleischer (7)

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`hYbžk ]Y`k ]f`Ui W`]b`XYb`Zc`[ YbXYb`5i gZØ\fi b[ Yb  
gY\Yb`k YfXYbž`Y]bYb`Z]l Yb`D`Uhn`]b`i bgYfYb  
Ni \_i bZhgØVYf`Y[ i b[ Yb` \UVYb"

<Yi hY`k YfZY`]W`Y]bYb`6`]W`\_`Ui ZX]Y`i bhYfgW`]YX`]W`Yb  
G]W`hk Y]gYb`ni a`H\Ya`Yb\_fY]g`K YfVi b[ žVY`]XYa`k ]f  
gdf]W`k Øfh]W`j ca`?Ua`dZ`8Uj ]X`[ Y[ Yb`; c`]Uh\`\_`Ui g[ Y\Yb  
a`ØggYb`"l bX`hfc`hnXYa`žgc`VY\`Ui dhY`]W`ž`\UVYb`\_`Ui W`k ]f`[ i hY  
A`Ø[`]W`\_Y]hYbž`X]Y`dchYbh]Y`Yb`?i bXYb`]b`i bgYfYa  
9]bni [ g[ YV]Yh`n]Y`[ YbUi`\_`Ubni gdfYW`Yb`i bX`g]bb[ Ya`À»`j cb  
ni \`Ui gY`UVni`\_`c`Yb`"8Ug`VYghY`K Yf\_nYi [ `XUni`\_]gh`nk Y]ZY`gc`bY  
XUg`:`i [ V`Uhž`gcZYfbY`Yg`bUW`Zc`[ YbXY`5bZcfXYfi b[ Yb`YfZØ`h

%`B`Yi \_i bXYb[ Yk ]b`i b[

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

&`K`Ug`gc`X]Y`6c`hgW`UZh`gY]b`3

5`g`[ i hY`<UbXk Yf\_gVYhf]YVY`fYXYb`k ]f`bUhØf`]W`ØVYf

`YW`hY`F`Y[ ]cbU`]h`À`h

`Y\`f`]W`Y`<UbXk Yf\_gei`U`]h`À`hi bX

`dYfgØb`]W`Yb`GYfj`]W

8Ug`U`Y]b`]gh`UVYf`b]W`h[ Ybi [ "G]Y`a`ØggYb`VY`]XYf  
5fh]\_Y`\_Ui gk U\`XYb`NY]h[ YgW`a`UW`\_`Ui W`\_XYf`† b[ Yb`?i bXYb

hfYZZYbžXUbb'i bX`k Ubb`bYi Y`DfcXi \_hY`UbV]YhYb`i bX`bUhØf`]W  
Ui W`X]Y`5b[ YVchgdfY]gY`Ui ZY]bYa`Ub[ Ya YggYbYb`B]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]W`hij ]Y`XUj cbž: `i [ V`ÀhYf`bi f`ni `VYgcbXYfYb  
5b`ÀggYb`k ]Y`K Y]`bUW`hYbž`i gk "`Ui gni gYbXYb" `≠fY`?i bXYb  
k c`Yb`dYfa UbYbh`Yf]bbYfh`i bX`j YfZØ`fh`k YfXYb" `8Uni `VYXUfZYg  
XYf`FY[ Y`a À»][ \_Y]hni a ]bXYgh]b`: cfa`Y]bYg`a cbUh]W`Yb  
5i ggYbXY!F`m`a i g"

8]Y`: fU[ Y`XYf`@Y]ghVUf`\_Y]h`Àb[ hij cb`a Ø[ `]W`gh`b]YXf][ Yb`?cghYb  
ZØf`; fUz\_ž`8fi W`\_i bX`J YfhY]i b[ `UV" `8Ug[ Y`h]b`K ]f`\_]W`\_Y]h`bi f  
]bbYf`U`V`Y]bYf`K YfVY[ Ya Y]bgW`UZh`X]Y`ØVYf`Y]bY`gY`f`[ fc»Y  
GhØW`nU`U`Ub`: `i [ V`ÀhYfb`X]Y`; YgUa h`cghYb`[ Yf]b[ `U`hYb`\_Ubb"  
≠W`k ]`Y]Yf`\_Y]bY`B Ua Yb`bYbbYbž`UVYf`]W`XYb`\_Yž`G]Y`U`Y  
k ]ggYbž] cb`k Y`W`Yf`; fi ddY`]W`Y]Yf`gdfYW`Y"

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

: `i [ V`ÀhYf`g]bX`6chgW`UZhYf`≠fYg`; YgW`ÀZhYg" `A ]h`XYf  
8UfghY`i b[ `≠fYf`DfcXi \_hYž`XYf`: chcei U`]h`h`k YW`Yb`G]Y  
VYgh]a a hY`9fk Ufhi b[ Yb`Ub`≠f`; YgW`ÀZh" `@UggYb`G]Y`Ui g`X]YgYa  
; fi bX`bi f`dfcZYgg]cbY`Y`6]`Xe i U`]h`h`]b`≠fYb`K YfVYVchgW`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 W`hYi Yf`gY]b`\_Ubb" `HfchnXYa` ]gh`Yg`i bYf`Àgg]W`ž`k Ybb`G]Y`g]W  
U`g`E i U`]h`hgUbV]YhYf`Ui Z`c`Y`a`B]j YUi `df`ÀgYbh]YfYb`k c`Yb"

) "`; Ya Y]bgW`UZh`gk YfVi b[ `j Yf`Ub[ h  
? ca dfca ]ggVYfY]hgW`UZh

9]bY`; Ya Y]bgW`UZh`gk YfVi b[ `U`hi bVYghf]hYb`J`cfhY]Y`VY]`?cghYb  
i bX`8UfghY`i b[ gei U`]h`h" `5VYf`g]Y`j Yf`Ub[ h`bUhØf`]W`ž`gc`k ]Y`k ]f  
Yg]b]j ]Y`Yb`UbXYfYb`@VYVbgVYfY]W`Yb`Ui W`Yf`VYbž  
?ca dfca ]ggVYfY]hgW`UZh] cb`U`Yb`HY]`bY`a Yfb" `Ni [ Ygh`ÀbXb]ggY

VY]`XYf`5fh]\_Y`Ui gk U\`cXYf`XYf`DfY]g[ YghU`hi b[ `j Yf`]YfYb`Ub  
6YXYi hi b[ žk 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 ]hi bgYfY`A Uf`hdcg]h]cb`bUW`\U`h][ `i bX  
`Ub[ Zf]gh][ `UVg]W`Yfb`\_`ÒbbYb" `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`K Y[ gW`U]XYf

6Ygi W`Yb`G]Y`i bg`Ui Z.`Z`Y]gW`i bXW`"Uh