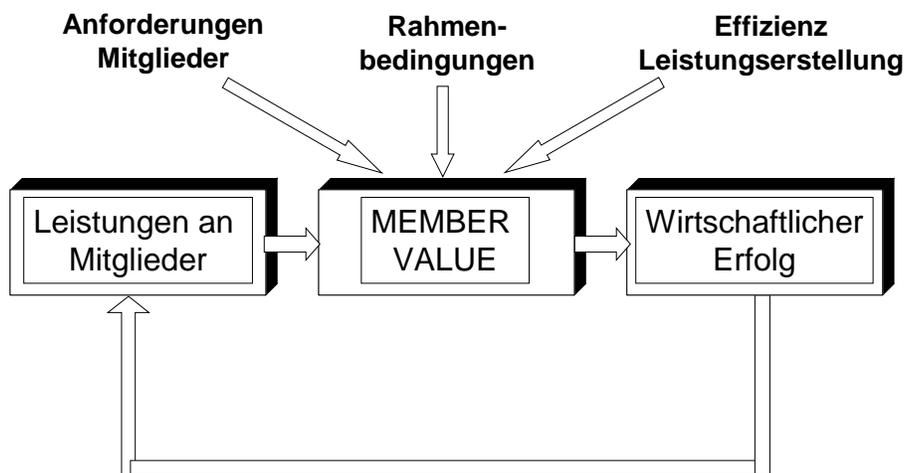


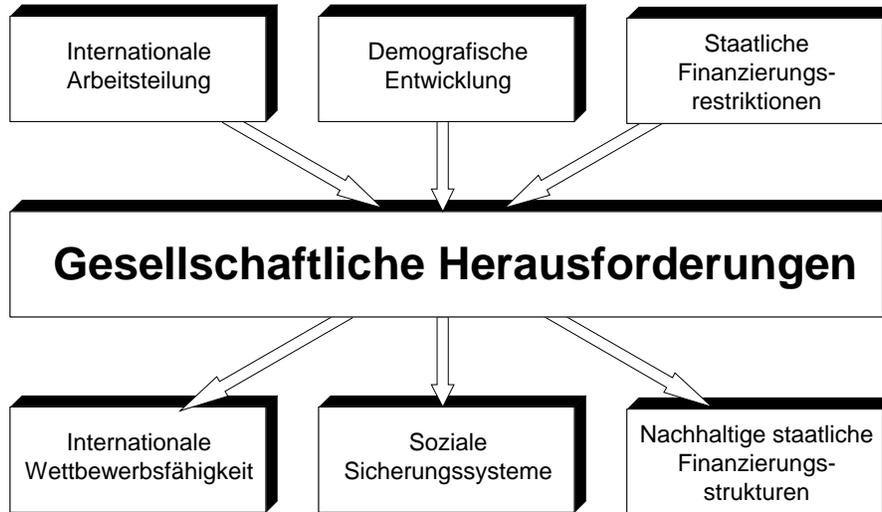
# Neue Wege zur Schaffung von Member Value

Univ. Prof. Dr. Theresia Theurl

## Member Value



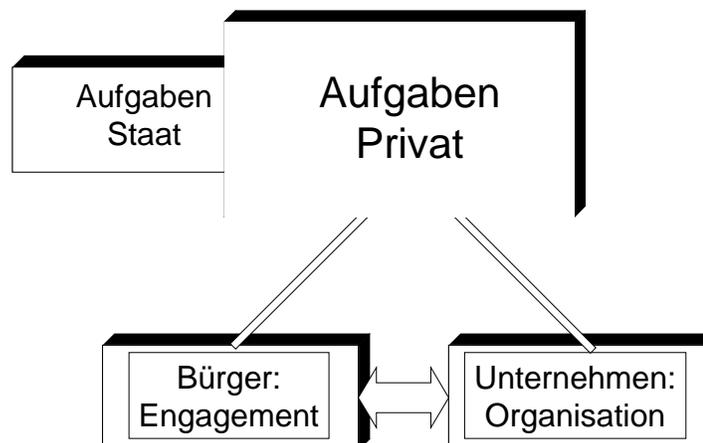
## Grundlegende Veränderungen - Rahmenbedingungen



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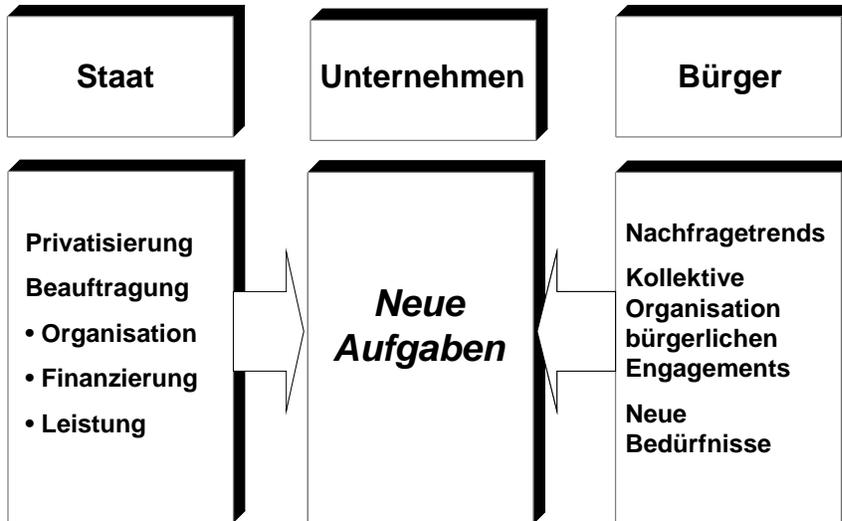
## Aufgabenstruktur



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## Unternehmen an der Schnittstelle



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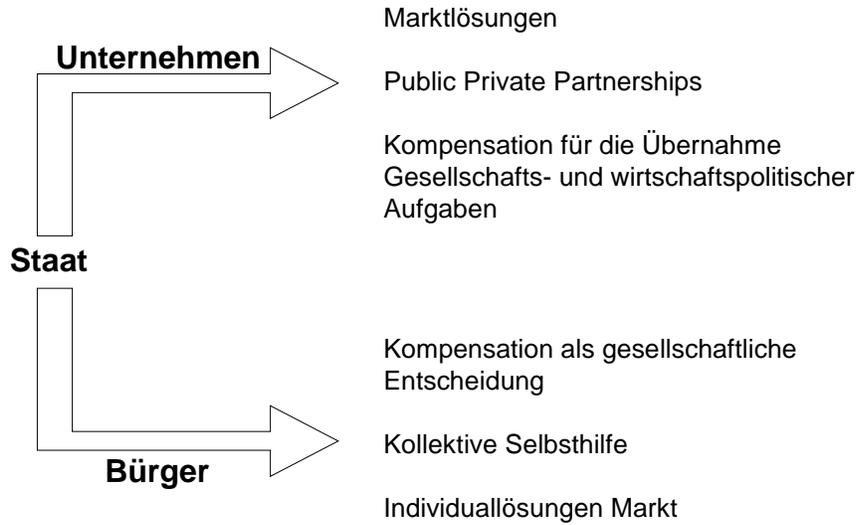
## Organisationsaspekte



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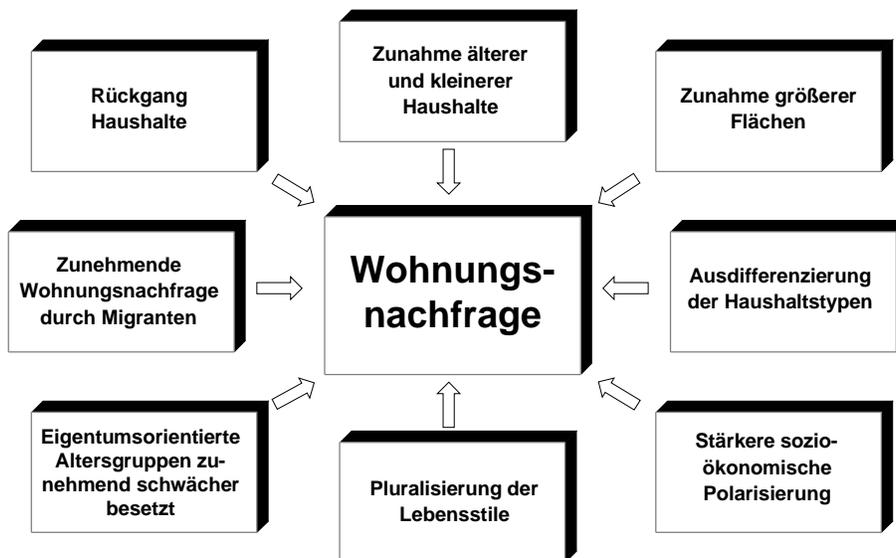
## Finanzierungsaspekte



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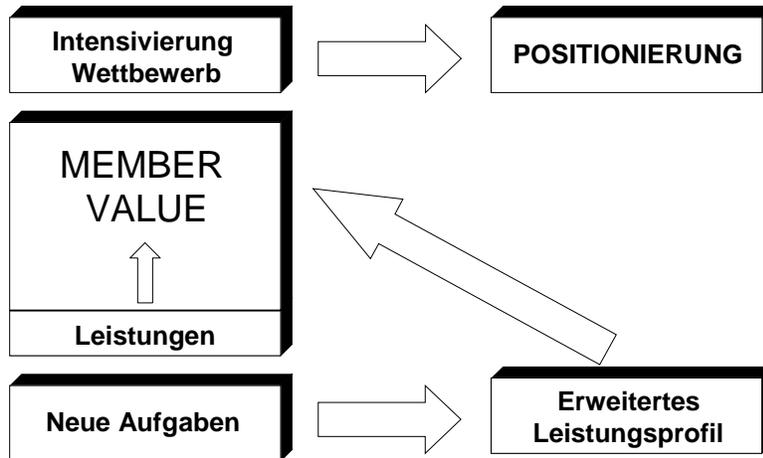
## Wohnungsnachfrage - Nachfragetrends



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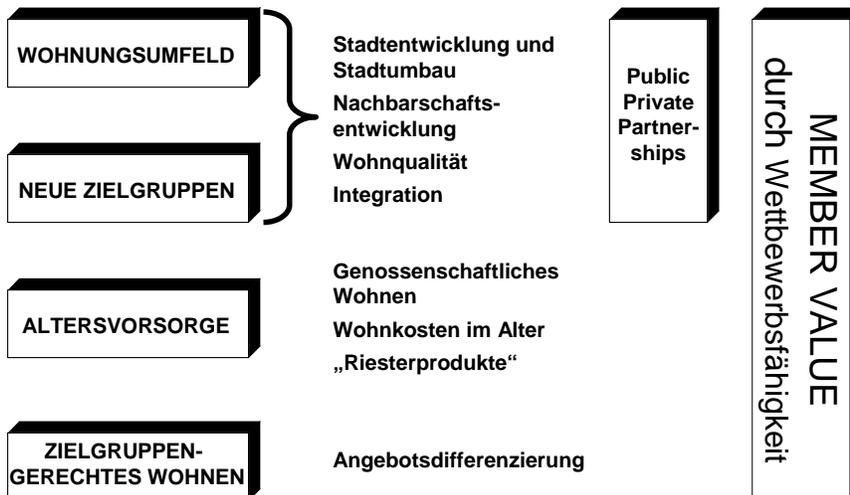
# Wohnungsgenossenschaften



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# Wettbewerbsorientiertes Leistungsprofil



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Altersvorsorge

Differenzierung  
Angebot

MEMBER  
VALUE

Wohnumfeld  
PPP

Zielgruppen

***Zukunft  
gestalten!***