



Graphic Consult





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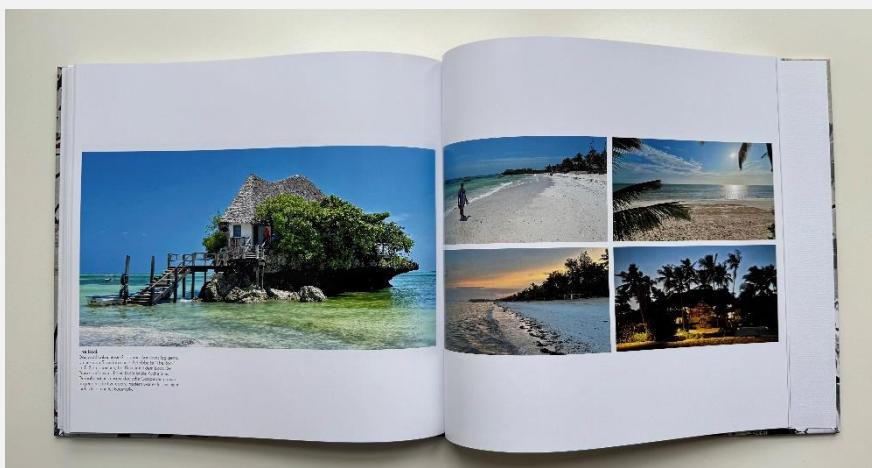
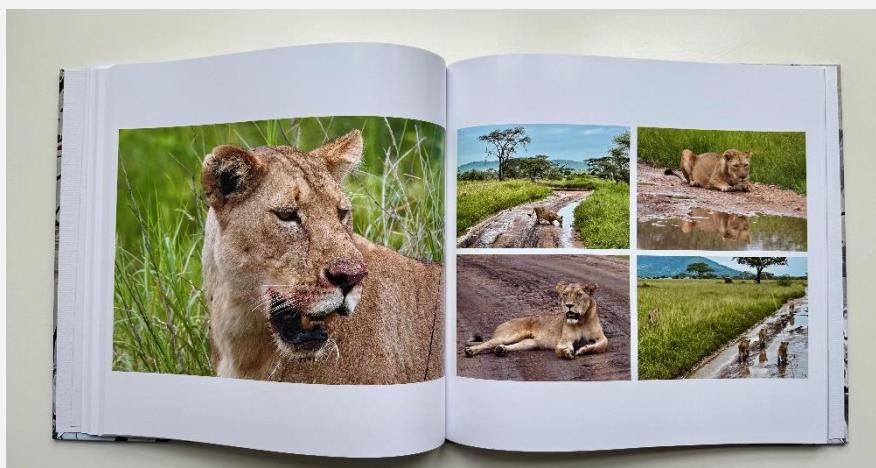
**TIPA WORLD AWARDS 2023** **TIPA WORLD AWARDS 2024**

LayFlat PRO: „Erneut begeistern die Fotobuch Erfinder mit innovativen Fotobüchern in Meisterqualität.“

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# KANO-Modell

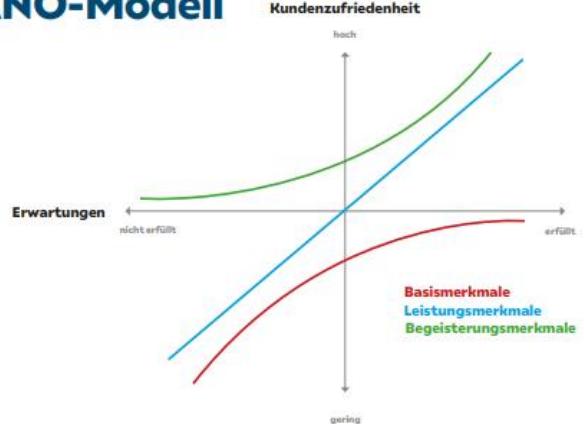
 **Oliver Cynamon** · Sie  
Geschäftsführer der GC Graphic Consult  
Heute · 

Ein richtiges Statement zur richtigen Zeit!

 **Veit Rudolph** · 1.  
Unternehmensinhaber bei RUDOLPH DRUCK GmbH & Co. KG | Leidenschaft f...  
Gestern · 

Einfach nur krass!!! 

### KANO-Modell



The graph illustrates the KANO Model with 'Kundenzufriedenheit' (Customer Satisfaction) on the vertical axis (from 'gering' to 'hoch') and 'Erwartungen' (Expectations) on the horizontal axis (from 'nicht erfüllt' to 'erfüllt'). Three curves represent different feature types: 'Basismerkmale' (blue, bottom), 'Leistungsmerkmale' (red, middle), and 'Begeisterungsmerkmale' (green, top).

 Steffen Galster und 1 weitere Person 2 Kommentare

  Gefällt mir  Kommentieren  Teilen  Senden

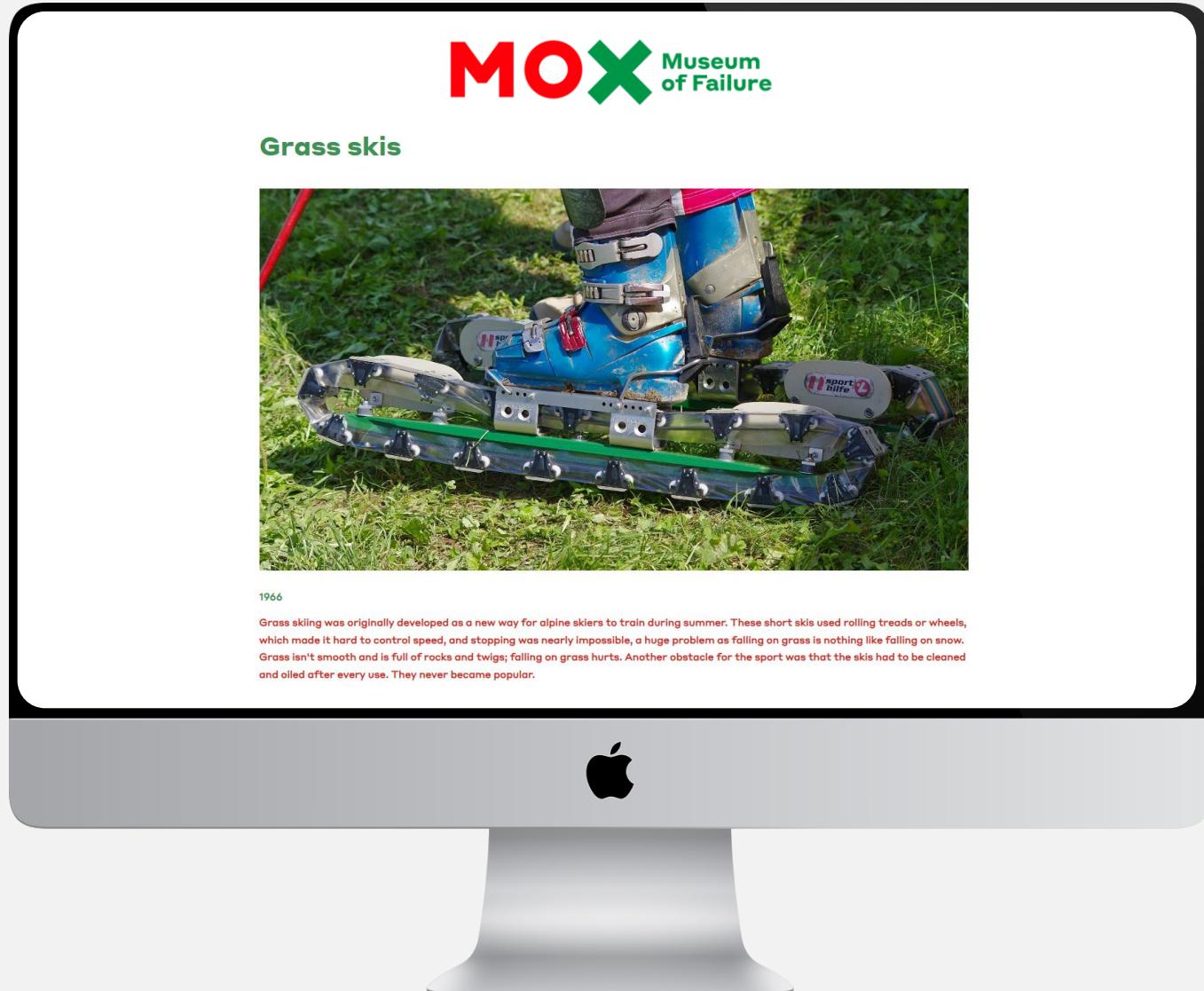


### Grass skis



1966

Grass skiing was originally developed as a new way for alpine skiers to train during summer. These short skis used rolling treads or wheels, which made it hard to control speed, and stopping was nearly impossible, a huge problem as falling on grass is nothing like falling on snow. Grass isn't smooth and is full of rocks and twigs; falling on grass hurts. Another obstacle for the sport was that the skis had to be cleaned and oiled after every use. They never became popular.





# MOX

Museum  
of Failure

Heinz Purple ketchup



2000 - 2006

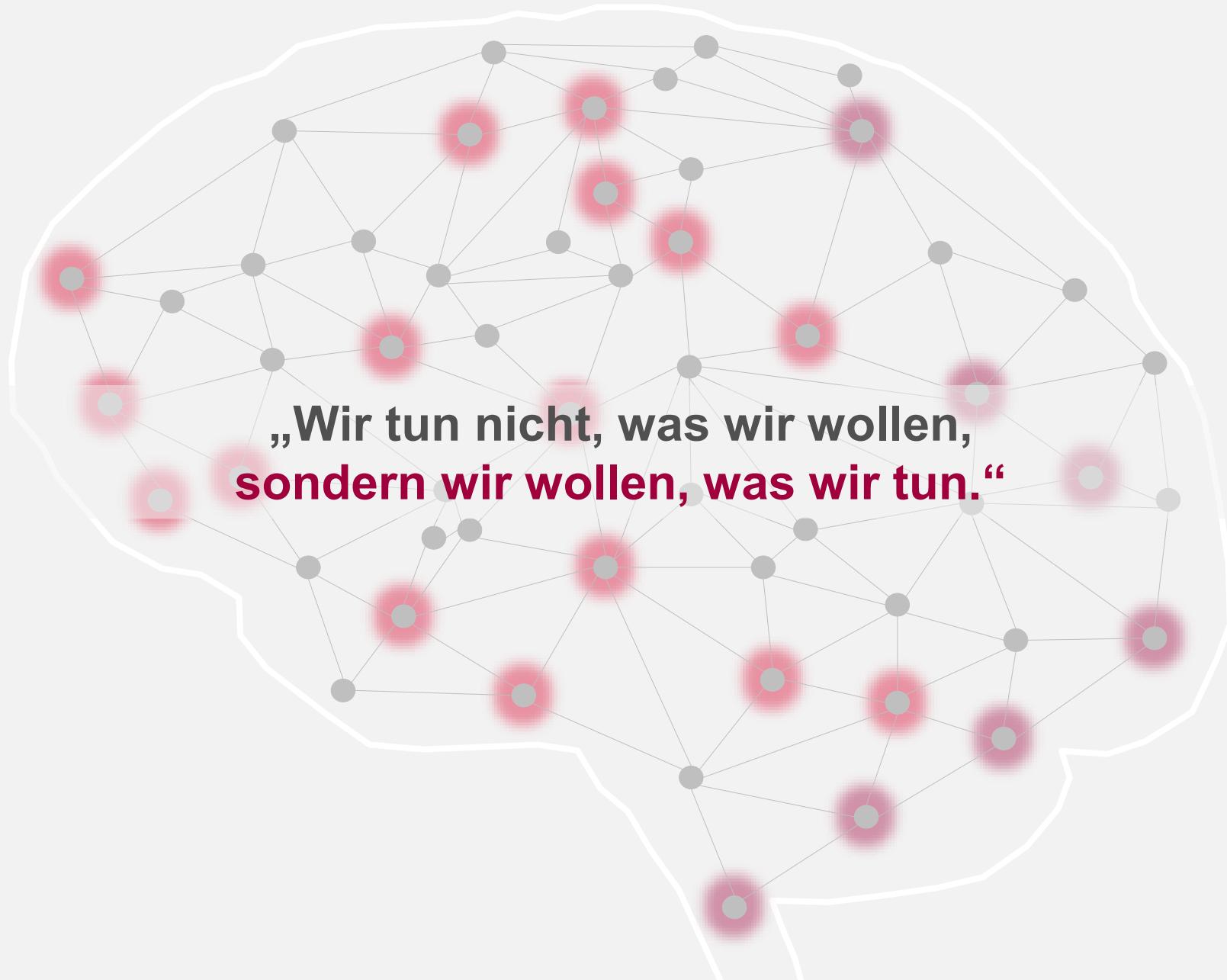
Iconic ketchup maker Heinz launched crazy-colored ketchups that came in Blastin' Green, Funky Purple, Stellar Blue, Passion Pink, Awesome Orange, and Totally Teal. The outrageous colors required loads of food coloring and some fancy food engineering to make it taste like ketchup. The EZ Squirt bottle had a specialized kid-friendly nozzle. Initially the bizarre ketchups sold well, but consumers eventually lost interest and the product was discontinued.

Additional Info:

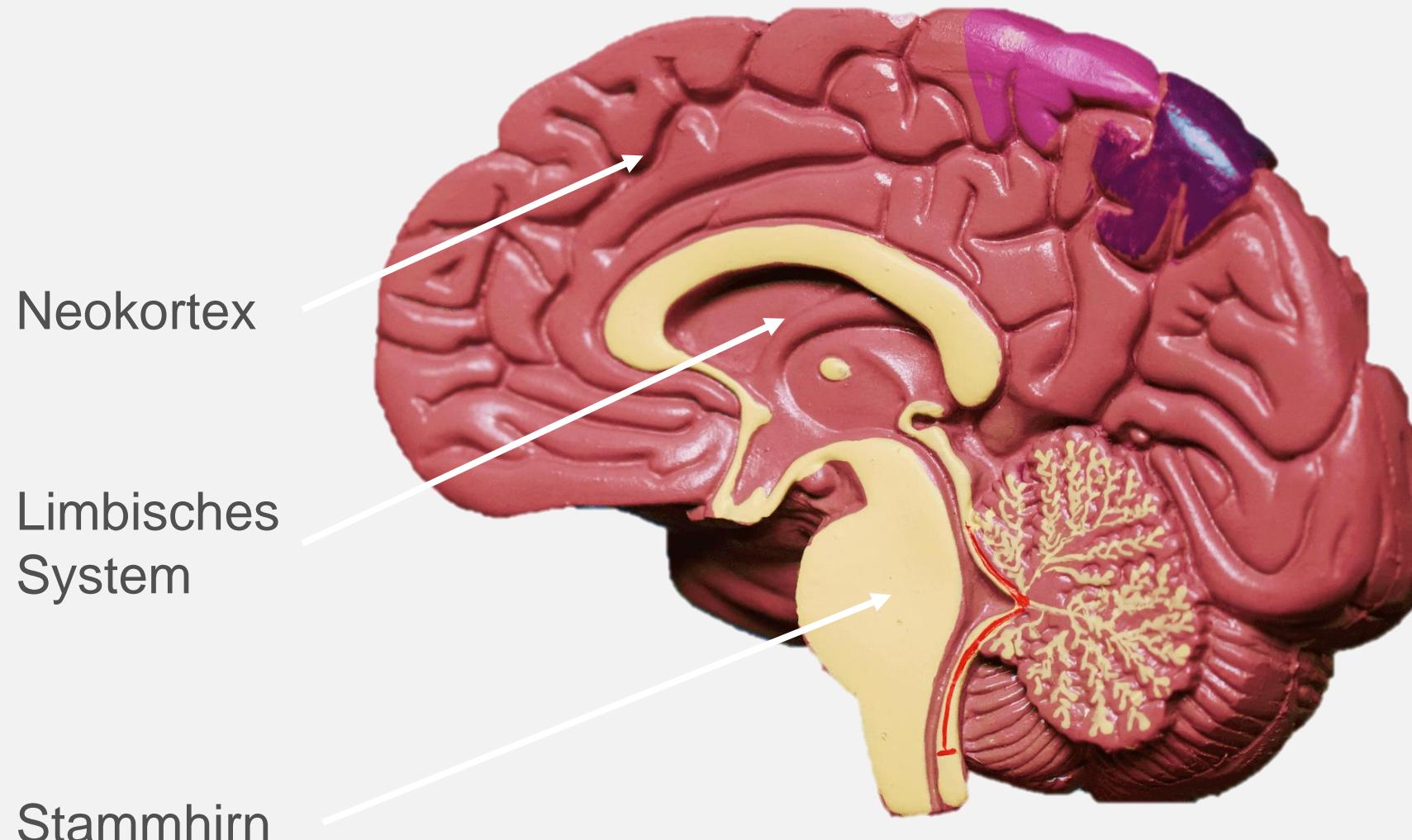
[Fast Company - What Were They Thinking? The Day Ketchup Crossed The Line From Perfect To Purple](#)







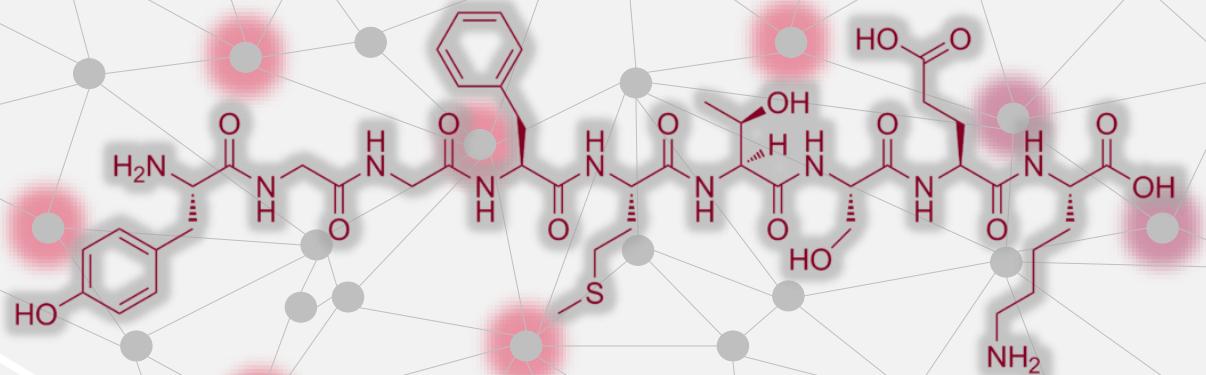
# Aufbau des Gehirns



# DOPAMIN



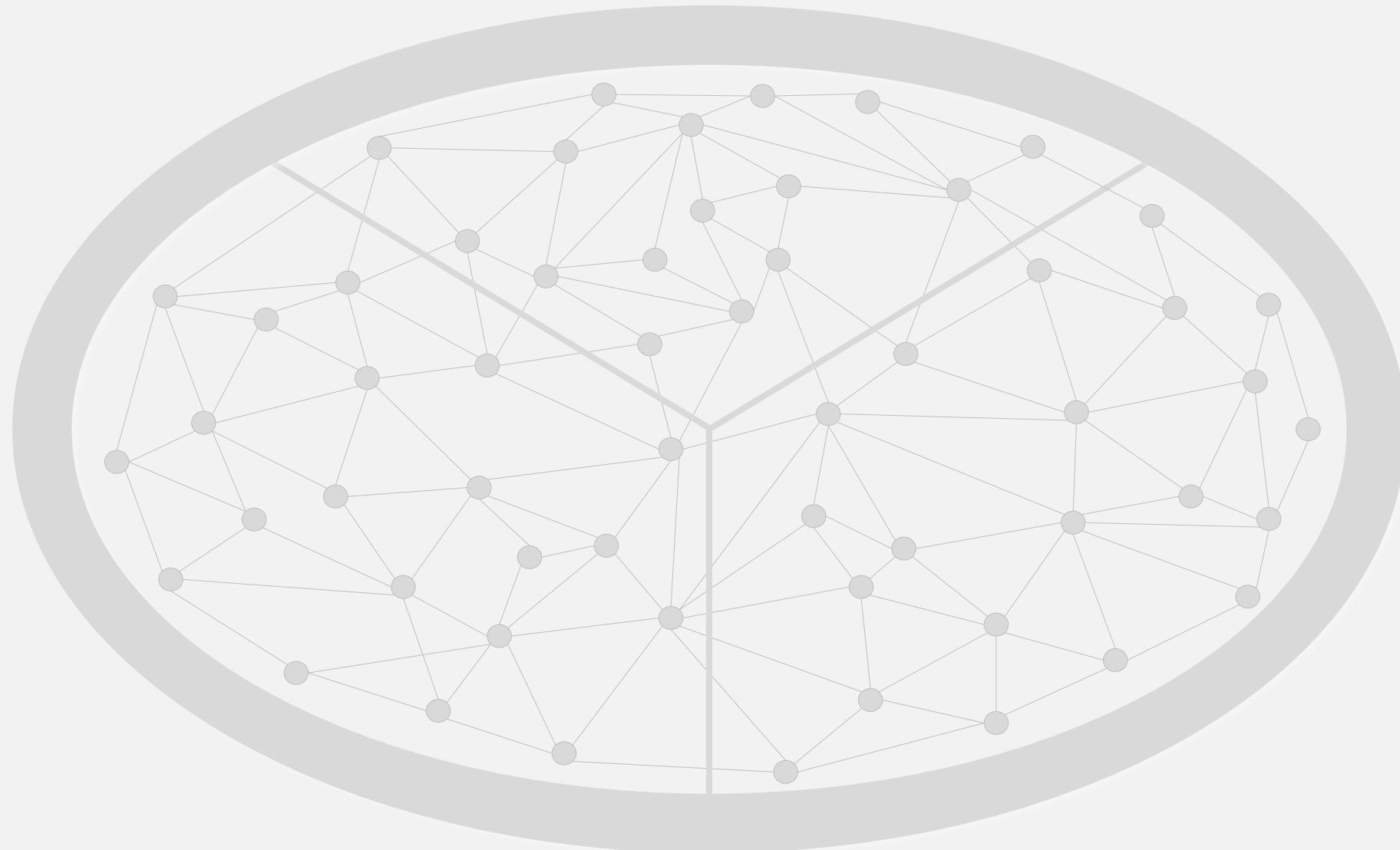
# ENDORPHIN



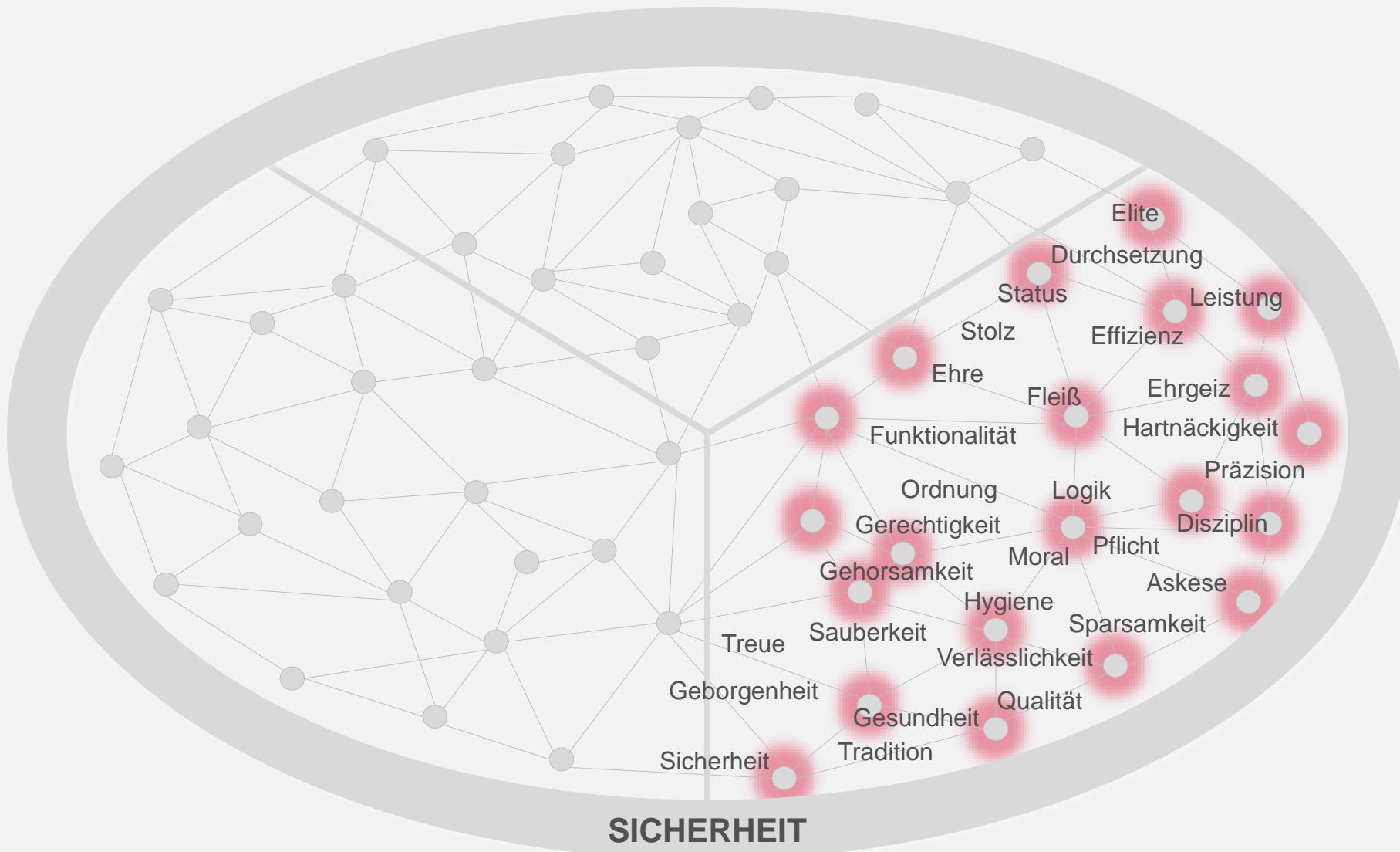


„Das Bewusstsein ist eine **PR-Aktion** Ihres Gehirns,  
damit Sie denken, Sie hätten auch noch was zu sagen.“

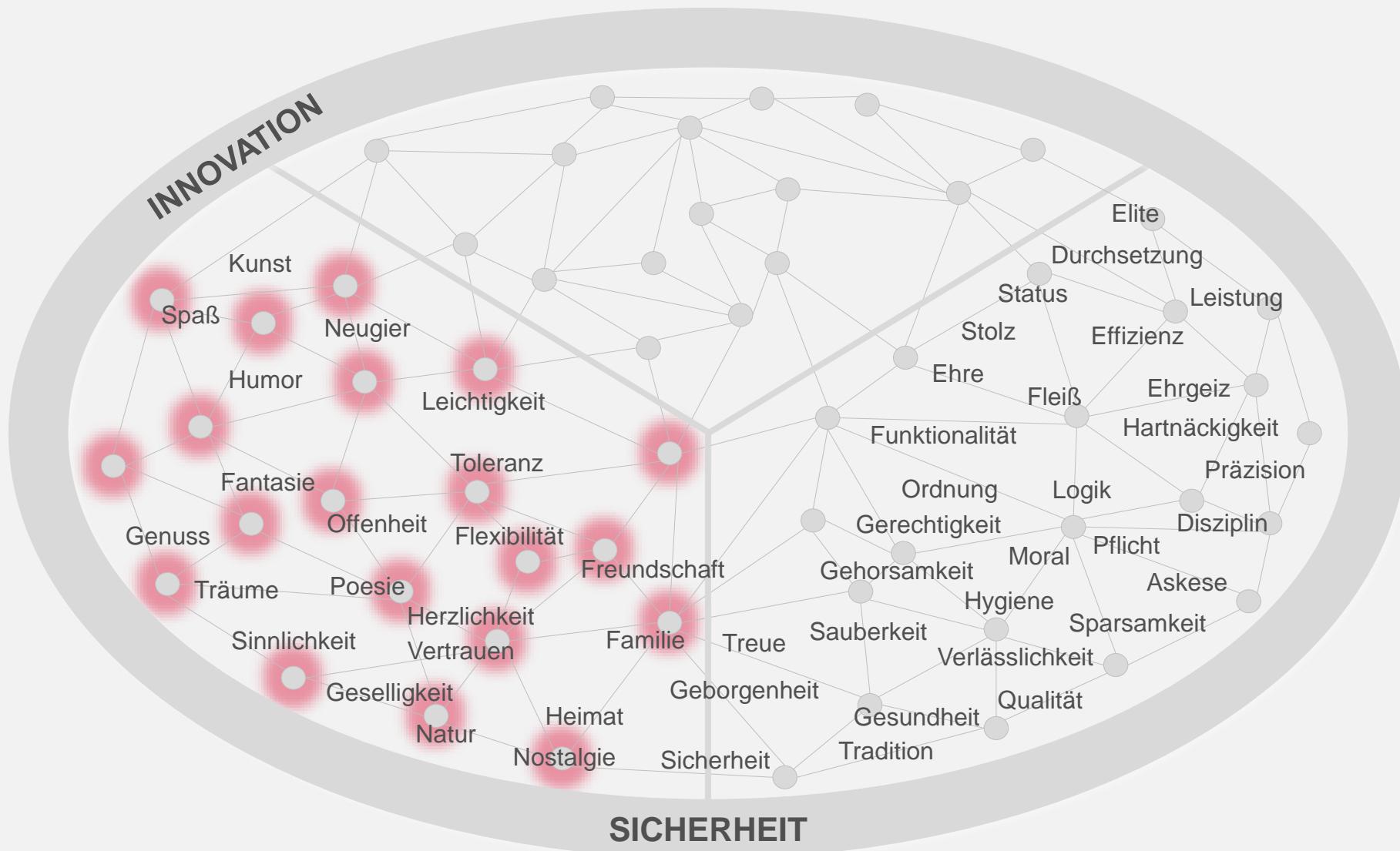
# 3 große Emotionssysteme



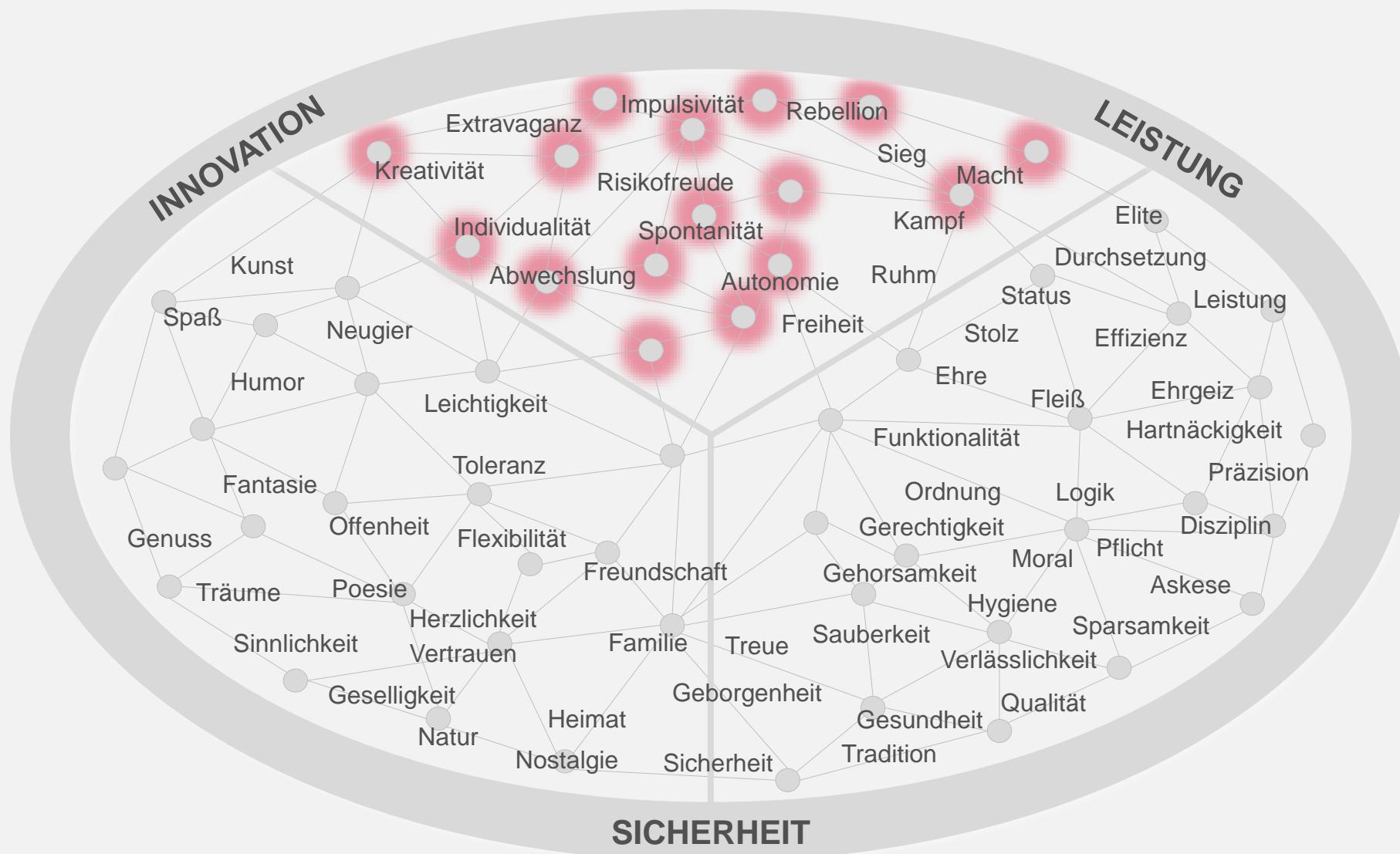
# Balance-System



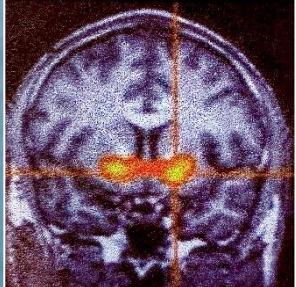
# Stimulanz-System



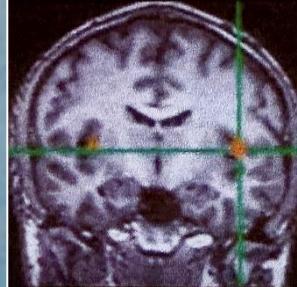
# Dominanz-System



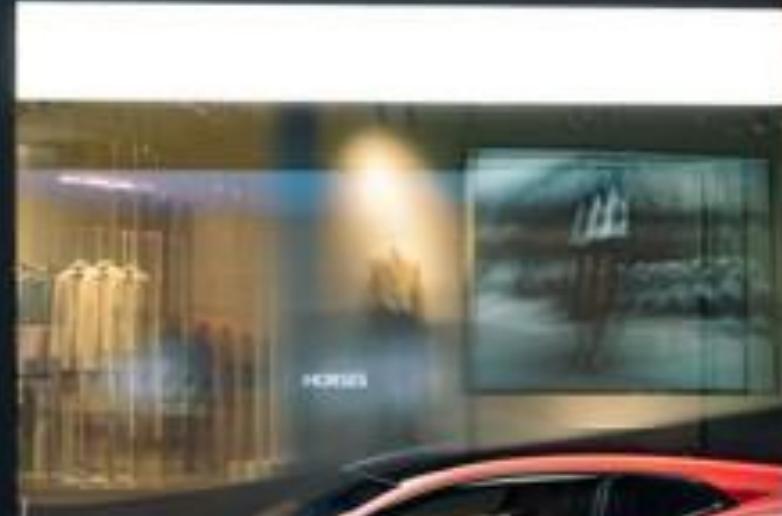
# ASTON MARTIN



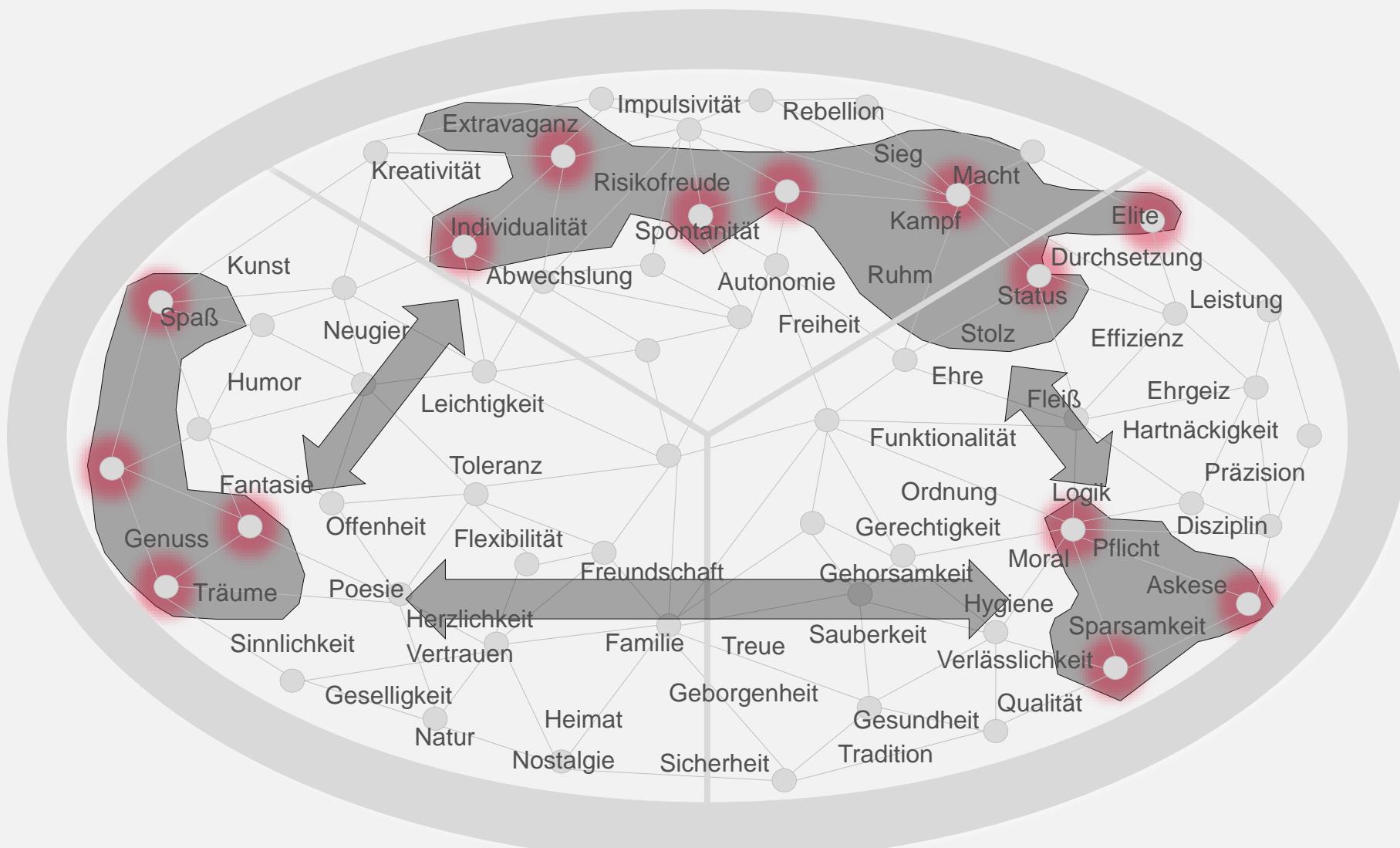
Nucleus  
Accumbens



Anteriore  
Insula



# Systemspannung im Kopf



# 3 Tipps für wirkliche Kundenbegeisterung



## Tipp 1 Was zählt ist Relevanz



# 3 Tipps für wirkliche Kundenbegeisterung



## Tipp 1 Was zählt ist Relevanz



# 3 Tipps für wirkliche Kundenbegeisterung



## Tipp 2

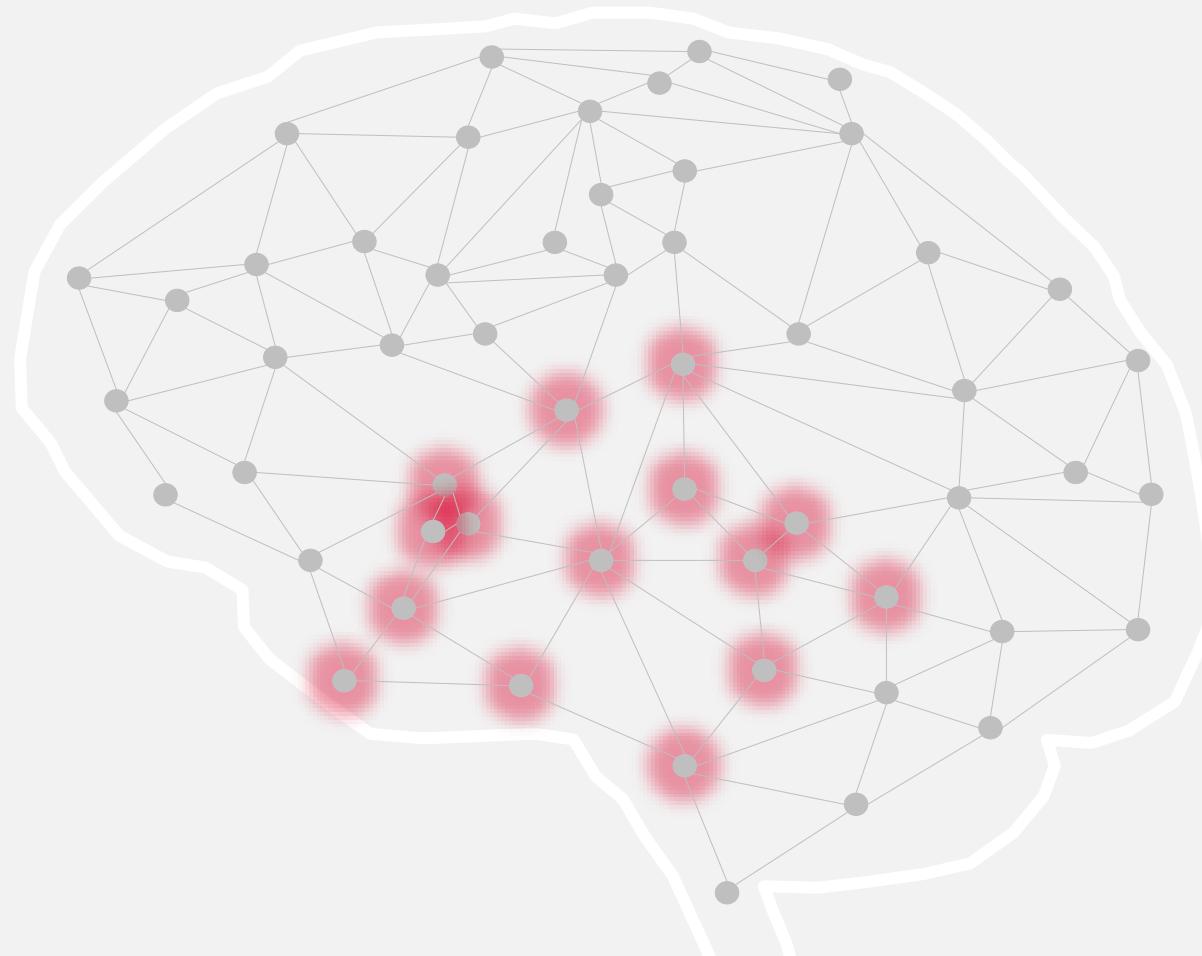
Kreieren Sie mehr Mehrwerte



# 3 Tipps für wirkliche Kundenbegeisterung



## Tipp 3 Seien Sie unerwartet



# 3 Tipps für wirkliche Kundenbegeisterung



## Tipp 3

### Seien Sie unerwartet



A network graph is displayed against a light gray background. The graph features a white, irregular polygonal outline. Inside this outline, there is a complex web of gray lines connecting numerous small, dark gray circular nodes. Some of these nodes are highlighted with a red, semi-transparent circular overlay, creating a cluster effect. The text is centered within this highlighted cluster.

**Herzlichen Dank für Ihre Aufmerksamkeit**