

# CONSUMER BEHAVIOUR

## A Consulting View on the Statistical Consulting Process

DIETMAR FINK (*Hochschule Bonn-Rhein-Sieg, Department of Business Administration, Germany, dietmar.fink@h-brs.de*)

ODED LÖWENBEIN (*Hochschule Bonn-Rhein-Sieg, Department of Business Administration, Germany, oded.loewenbein@h-brs.de*)

„Even though there seems to be a consensus that statistical consulting should be well structured and target-orientated, the range of activity and the process itself seems to be less well-understood” (Kauermann, Weihs 2007: 344). The consulting process can be described as a seven-step approach, which is commonly observed in management consulting. Using it as a frame, allows for reflecting the approaches on statistical consulting suggested by authors published in AStA volume 91, and for improving the understanding of adding value to statistical consulting.