

Krisenmanagement - Ideen Für Führungskräfte - Jens Magenheimer

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Die zunehmende Globalisierung der Wirtschaft und die daraus resultierende internationale Verflechtung der Unternehmen steigern das Risikopotential ebenso wie die fortschreitende IT-Vernetzung oder der Einsatz von E-Commerce. Durch das anhaltende Outsourcing verlieren die Unternehmen eine Möglichkeit der Kontrolle und immer schnellere dynamischere Prozesse produzieren neue Unsicherheiten. Der Umgang mit immer komplexeren (derivativen) Finanzinstrumenten wie z.B. (Devisen-) Termingeschäften zur Absicherung von Währungs- und Zinsschwankungen in den Unternehmen führte zu ganz neuen Risiken, wie die hohe Zahl von Insolvenzen deutscher Firmen beweist. Gerade in dieser Zeit, wo wir von Rezession und Finanzkrise reden, ist es wichtig besonnen und zukunftsweisend zu handeln, wodurch langfristig eine Wertschöpfung sicher gestellt wird. Ein gezieltes Risikomanagement dient hier dazu, solche Gefahren einzudämmen oder zumindest berechen- und steuerbar zu machen. Dieses Pamphlet führt wichtige Ansatzpunkte und Ideen für Führungskräfte und Manager auf, wie Sie auch in dieser schwierigen Phase richtige Entscheidungen mit zukunftsorientierter Nachhaltigkeit treffen. Author: Magenheimer, Jens Publisher: GRIN Verlag Illustration: N Language: GER Title: Krisenmanagement - Ideen Für Führungskräfte Pages: 00018 (Encrypted PDF) On Sale: 2008-01-01 SKU-13/ISBN: 9783640237111 Category: Business & Economics : Management - General

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