

Internationale Arbeitsteilung In Der Bekleidungsindustrie Am Beispiel Zara - , Martin Lambauer

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Das Thema dieser Arbeit stellt die (Neue) Internationale Arbeitsteilung (hier und im folgenden abgekürzt mit: NIAT bzw. IAT) am Beispiel der Firma ZARA (ein Unternehmen der Textil- und Bekleidungsbranche- mit Fokus auf letzterem). Diese Proseminararbeit wird im Rahmen des PS 'Globalisierung und Strategien der Internationalisierung' geschrieben. Ziel ist, zu einem tieferen Verständnis von Globalisierungsprozessen- im speziellen der Rolle von internationaler Arbeitsteilung als Unternehmens- und Produktionsstrategie- zu gelangen. Von einer anfänglichen Definition der Grundbegriffe und einiger in der Literatur gebräuchlichen Theorien internationaler Arbeitsteilung und Produktionsstrategien gehen wir schliesslich über zu einer Beschreibung und Analyse des Unternehmens, seines Businessmodells und einer abschließenden Analyse und Verbindung beider Bereiche: des theoretischen und des praktischen. Die von uns diskutierten Fragen stellen somit folgende: Wie definiert sich NIAT, wie und warum funktioniert internationale Arbeitsteilung am Beispiel ZARAs bzw. warum gibt es im Vergleich keinen best-practice-Ansatz im Rahmen der IAT? Author: Nima, Alexandra Author: Lambauer, Martin Publisher: GRIN Verlag Illustration: N Language: GER Title: Internationale Arbeitsteilung in der Bekleidungsindustrie am Beispiel ZARA Pages: 00030 (Encrypted PDF) On Sale: 2011-01-01 SKU-13/ISBN: 9783640831593 Category: Business & Economics : Management - General

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