

Economic Value Added Als Instrument Einer Wertorientierten Unternehmensführung - Robert Taboga

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Die betriebliche Steuergründe des Economic Value Added (EVA) stellt das Thema dieser Ausarbeitung dar. Neben der Betrachtung des Economic Value Added, als Periodenbasierter Erfolgsmaßstab im Lichte der wertorientierten Unternehmensführung, folgt die Einführung des Market Value Added (MVA) und die Verknüpfung dieser beiden Kennzahlen. Ebenfalls wird ein von Stern Stewart entwickeltes wertorientiertes Führungskonzept in diesem Rahmen behandelt. Zum Abschluss der Bearbeitung, werden die Vorzüge sowie auch die Probleme, des Economic Value Added dargelegt. Author: Taboga, Robert Publisher: GRIN Verlag Illustration: N Language: GER Title: Economic Value Added als Instrument einer wertorientierten Unternehmensführung Pages: 00023 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640251360 Category: Business & Economics : Management - General

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