

Die Besonderheiten Bei Der Bewertung Von Unternehmen Der New Economy - Markus Kaiser

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Die nachfolgende Arbeit soll auf die oben angeführte Problemdarstellung und Fragen eingehen. Zunächst wird ein Einblick über die Unterschiede von Unternehmen der OE und der NE gegeben, um die verschiedene Struktur und Ausrichtung zu erkennen. Sind diese definiert wird dazu übergegangen die Bewertung eines Technologieunternehmens, stellvertretend für die NE, zu beleuchten. Darüber hinaus wird noch geklärt werden in wie weit Instrumente der Bewertung für Unternehmen der OE anwendbar oder auszuschließen, bzw. welche Kriterien bei der Wertmessung zu beachten, sind. Author: Kaiser, Markus Publisher: GRIN Verlag Illustration: N Language: GER Title: Die Besonderheiten bei der Bewertung von Unternehmen der New Economy Pages: 00020 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638371261 Category: Business & Economics : Management - General

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