

Instrumente Zur Strategischen Planung Im Kritischen Vergleich - Steffen Seidler

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Im Zuge der fortschreitenden Globalisierung und des damit zunehmenden Wettbewerbsdrucks, wird es für die Unternehmen immer schwieriger ihre Marktpositionen zu halten oder gar zu verbessern. Aus diesem Grund wird das Hauptaugenmerk auf die strategische Planung gelegt, um die beste Strategie für ein Unternehmen auszuwählen, egal ob es nun die Kostenführerschaft, die Diversifikation oder die Nischenstrategie ist. Um eine Strategie auszuwählen oder zu entwickeln bedarf es einiger Instrumente der strategischen Planung. Im Rahmen dieser Arbeit sollen ausgewählte Instrumente in einem kritischen Vergleich analysiert werden. Schöne

Grüße
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