

Wer Sind Die 'global Player'? - Timo Cyriax

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Thema dieser Seminararbeit soll es sein, die Frage, welche Unternehmen als die sogenannten global player zu bezeichnen sind, zu behandeln. Zu Beginn soll dabei definitorisch aufgezeigt werden, wie die Begriffe Globalisierung, global player und multinationales Unternehmen einzuordnen sind. Dies führt zunächst zu der Diskussion, welche Merkmale die global player kennzeichnen und welche Faktoren diesen Firmen nicht zuzurechnen sind. Ergänzt werden soll hierbei, welcher geographischen Herkunft diese Unternehmen sind, in welchen Branchen diese Firmen ansässig sind und über welche Potenz, vor allem finanzieller Art, sie verfügen. Bei der Frage der Herkunft wird sich so aufzeigen lassen, welchen Wirtschaftsräumen diese Unternehmen vor allem zuzurechnen sind. [...]

Studienarbeit aus dem Jahr 2004 im Fachbereich Wirtschaft - Volkswirtschaftslehre, Note: 1,

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