

Krisenmanagement Und Controlling - Benjamin Krauser

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Krisen sind - genau wie Boom-Phasen - integraler Bestandteil unseres Wirtschaftssystems. Demzufolge sind Unternehmenskrisen auch in nahezu jedem Unternehmen denkbar und deren Auftreten sogar wahrscheinlich. Diese Perspektive mag vielleicht negativ erscheinen, jedoch ermöglicht eine vorsichtige Sichtweise im Vorfeld einer Krise frühzeitig und prophylaktisch Vorsorgemaßnahmen zu ergreifen, um eventuell auftretende Schäden wirkungsvoll zu begrenzen. Genau hier setzt das Krisenmanagement an. Dessen Aufgabe ist es, 'alle jene Prozesse in der Unternehmung zu vermeiden oder zu bewältigen, die ansonsten in der Lage wären, den Fortbestand der Unternehmung substantiell zu gefährden oder sogar unmöglich zu machen.' Es heißt, wirtschaftlich schlechte Zeiten seien gute Zeiten für das Controlling. Welche Rolle nimmt also das Controlling im Zusammenhang mit Krisen und Krisenmanagement ein? Ziel dieser Arbeit ist es, einen Einblick in das Krisenmanagement zu geben und in diesem Kontext die Bedeutung des Controllings aufzuzeigen. Author: Krauser, Benjamin Publisher: GRIN Verlag Illustration: N Language: GER Title: Krisenmanagement und Controlling Pages: 00023 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640737253 Category: Business & Economics : Management - General

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