

Krisenmanagement Und Unternehmensethik - Anita Kienast

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Wie kann also Unternehmensethik in der Krise gelebt werden, welche Hilfestellungen geben die theoretischen Ansätze für Konfliktsituationen? Diese Fragestellungen werden im Folgenden untersucht. So wird im ersten Kapitel ein Bild vom Gegenstand der Krise und von einem Krisenmanagement entwickelt, im Zuge derer sich Unternehmensethik entfalten soll. Weiters wird auf verschiedene Ansätze in der Unternehmensethik eingegangen. Mittels einer ausgewählten Konzeption analysiert diese Arbeit in der weiteren Folge konkrete Vorfälle aus der Vergangenheit, die Unternehmen in die Krise stürzten. Author: Kienast, Anita Publisher: GRIN Verlag Illustration: N Language: GER Title: Krisenmanagement und Unternehmensethik Pages: 00024 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640248308 Category: Business & Economics : General

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