

Unternehmenskooperationen Im Mittelstand: Grundlagen, Motive Und Formen - Tim Holzapfel

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Im Rahmen der Globalisierung wird der Druck auf kleine und mittlere Unternehmen und die sich daraus ergebenden Konsequenzen immer größer. Eine Professionalisierung der Unternehmensführung wird daher immer wichtiger. Dabei dürfen aber keineswegs einfach Konzepte der Großunternehmen übernommen werden, vielmehr muss der Mittelstand die Methoden und Instrumente an seine individuelle Situation und Bedürfnisse anpassen.' Eine geeignete Methode für Mittelständler stellen Unternehmenskooperationen dar. Mit einem starken Kooperationspartner können kleine und mittlere Unternehmen ihre niedrige Kapitalkraft und Ressourcenstärke nivellieren und ihre Marktmacht stärken. Author: Holzapfel, Tim Publisher: GRIN Verlag Illustration: N Language: GER Title: Unternehmenskooperationen im Mittelstand: Grundlagen, Motive und Formen Pages: 00029 (Encrypted PDF) On Sale: 2011-01-01 SKU-13/ISBN: 9783640802883 Category: Business & Economics : Management - General

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