

Issue Management Am Beispiel Von Kleinstbetrieben - Philipp Mühlenkord

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Die heutige Unternehmensumwelt ist geprägt von Turbulenz, Komplexität sowie zunehmender Unberechenbarkeit. Besonders Unternehmungen, deren Erzeugnisse bzw. Produkte immer wieder Bestandteil gesellschaftlicher konfliktträchtiger Diskussionen sind, sehen sich stetig der Gefahr öffentlicher Kritik ausgesetzt. Die Konsequenzen ergeben sich durch nachhaltige Imageverluste und Wettbewerbsnachteile. Im Folgenden geht es darum, frühzeitig brisante Themen sowie Trends zu erkennen und Gefahren mit direkten Auswirkungen auf die Unternehmung abzuwenden, denn fast jede zweite Unternehmenskrise wird durch externe Zielgruppen ausgelöst (Issues Management). Issues betreffen Unternehmen aber nicht nur im negativen Sinne. Sie können auch Chancen für die Unternehmung darstellen, indem aktiv Themenfelder der Öffentlichkeit besetzt und Lösungsvorschläge aus der eigenen Unternehmung unterbreitet werden. Frühwarnsysteme können hierbei helfen, Themen mit hohem Eskalationspotenzial in ihrem Anfangsstadium der Diskussion zu erkennen, damit die Unternehmung auf einen hohen Aktionsradius zurückgreifen kann und sich in entsprechender Weise auf dieses Issue vorbereitet. Studienarbeit aus dem Jahr 2005 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: 1,3, Business and Information Technology School - Die Unternehmer Hochschule Iserlohn, Veranstaltung: Internationale Public Relations, 16 Quellen im Literaturverzeichnis, Sprache: Deutsch. Author: Mühlenkord, Philipp Publisher: GRIN Verlag Illustration: N Language: GER Title: Issue Management am Beispiel von Kleinstbetrieben Pages: 00021 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638404167 Category: Business & Economics : General Category: Business & Economics : Marketing - General

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