

Branche Und Branchenattraktivität - Porters Five Forces - Verena Czerwinski

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Ziel der vorliegenden Arbeit ist die Bestimmung der Begriffe Branche und Branchenattraktivität, sowie die Vorstellung von Porters Five Forces Modell, welches die Wettbewerbsintensität in einer Branche, sowie vier Faktoren, welche Auswirkungen auf diese haben, betrachtet. In Kapitel 1 werden die Problemstellung, das Ziel sowie die Vorgehensweise bei dieser Arbeit beschrieben. Kapitel 2 beinhaltet eine Definition und Abgrenzung der Begriffe Branche und Branchenattraktivität. In Kapitel 3 folgt die detaillierte Beschreibung von Porters Five Forces Modell. Die drei Wettbewerbsstrategien, die Porter aus seinem Five Forces Modell ableitet werden in Kapitel 4 dargestellt. Den Abschluss der Arbeit bildet in Kapitel 5 die kritische Würdigung welche die Erkenntnisse dieser Arbeit zusammenfasst. Author: Czerwinski, Verena Publisher: GRIN Verlag Illustration: N Language: GER Title: Branche und Branchenattraktivität - Porters Five Forces Pages: 00024 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640744237 Category: Business & Economics : Marketing - General

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