

Aufbau Und Pflege Einer Kooperativen Unternehmenskultur - Ethem Basata

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Aufbau und Pflege einer kooperativen Unternehmenskultur: Die Notwendigkeit der Unternehmenskultur ist auf die dynamischen Märkte zurückzuführen. Heutzutage wird es im wirtschaftlich labilen Zeitalter immer bedeutender, dass Unternehmen ihre Identität sichern. In einem gesamtwirtschaftlichen Umfeld, das in verstärktem Ausmaß von Unsicherheitsaspekten geprägt ist, sind Strategien notwendig, die dem rasanten Innovationsdruck und den spezifischen Kundenanforderungen genügen. Die Einführung einer neuen Kultur eröffnet Möglichkeiten zur besseren Steuerbarkeit des Unternehmensgeschehens und bietet eine Überlebenschance in wirtschaftlich schwierigen Zeiten. Nur durch eine taktische Führung ist der Mensch beeinflussbar und motivierbar für die kooperative Erreichung der Unternehmensziele. Author: Basata, Ethem Publisher: GRIN Verlag Illustration: N Language: GER Title: Aufbau und Pflege einer kooperativen Unternehmenskultur Pages: 00069 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638305792 Category: Business & Economics : Management - General

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