

# Holding - Formen Und Vorteile Internationaler Verbundsysteme Durch Holdinggesellschaften: Formen Und Vorteile Internationaler Verbundsysteme Durch Hol - Martin Ke?ler

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Wenn Unternehmen größer werden und immer mehr die Form eines Konzerns annehmen, kommt es oft zu einem Abbau von Flexibilität und zu einer Zunahme von Bürokratie. Während kleine Unternehmen noch überschaubare Organisationsstrukturen aufweisen, entsteht mit zunehmender Größe oft ein starres Gebilde, das nicht mehr in der Lage ist, sich auf ändernde Marktbedingungen rechtzeitig einzustellen. Gerade vor dem Hintergrund der globalisierten Märkte und unter dem verschärften Wettbewerb, bleibt es heute nicht mehr nur den Großkonzernen vorbehalten, sich als 'global player' im internationalen Markt zu behaupten. Zunehmend muss sich auch der Mittelstand auf die Erschließung internationaler Märkte einlassen. Bei der Internationalisierung und der Organisation bereits international tätiger Unternehmen bietet sich die Holdinggesellschaft als Strukturform an. Was eine Holdinggesellschaft ist, was sie auszeichnet, inwiefern sie sich von anderen Formen der Konzernführung unterscheidet und welche Vorteile sie bietet, soll in der folgenden Arbeit beleuchtet werden. Author: Ke?ler, Martin Publisher: GRIN Verlag Illustration: N Language: GER Title: Holding - Formen und Vorteile internationaler Verbundsysteme durch Holdinggesellschaften: Formen und Vorteile internationaler Verbundsysteme durch Hol Pages: 00032 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638395755 Category: Business & Economics : Marketing - General

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