

Anpassung Der Teamstruktur An Eine Differenzierte Oder Standardisierte Produktgestaltung - Thomas Andr  || Sola

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Diese im Rahmen des betriebswirtschaftlichen Studiums an der TU Berlin behandelt die Anpassung der Teamstruktur an eine differenzierte oder standardisierte Produktgestaltung - somit ist die Arbeit im Rahmen der kulturvergleichenden Studien oder in der Genderforschung anzusiedeln. Im wesentlichen wird untersucht, ob Kulturdimensionen (nach HOFSTEDE) im internationalen Marketing bei der Frage der Differenzierung oder Standardisierung von Produkten unterstützend wirken k nnen. Dazu erfolgt eine Betrachtung des m glichen Einflusses der Kultur eines Landes auf die Produkthanforderungen und wie ein Produktgestaltungsteam (HAMBRICK - heterogenes/homogenes Team) zusammengesetzt werden sollte, um ein differenziertes oder standardisiertes Produkt  konomisch sinnvoll gestalten zu k nnen. Diese Arbeit versucht eine Br cke von den kulturvergleichenden Studien zum Marketing zu schlagen und bietet interessante Ans tze die in einer fundierteren Arbeit aber noch wissenschaftlich ausgearbeitet werden m ssten. Studienarbeit aus dem Jahr 2005 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: 1,7, Technische Universit t Berlin (Lehrstuhl f r Marketing), 31 Quellen im Literaturverzeichnis, Sprache: Deutsch.Author: Sola, Thomas Andr  || Publisher: GRIN Verlag Illustration: N Language: GER Title: Anpassung der Teamstruktur an eine differenzierte oder standardisierte Produktgestaltung Pages: 00036 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638370523 Category: Business & Economics : Marketing - General

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