

?konomische Nachhaltigkeit Am Beispiel Des Investitionsmanagements: Eine Metastudie - Erhan Atici

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Der Ansatz der Nachhaltigkeit tauchte erstmals im Jahr 1661 auf. Ein Verwalter der Stadt Reichenhall formulierte unter dem Begriff 'Ewiger Wald' einen derartigen Ansatz. Zur Holzgewinnung sollten in den Wäldern nur so viele Bäume geschlagen werden, wie im gleichen Gebiet jedes Jahr nachwachsen konnten. Was auf den ersten Blick eine ökologische oder ethische Denkweise scheint, war vielmehr eine rein ökonomische Betrachtung. Nur durch den Erhalt der natürlichen Ressourcen, konnte der Fortbestand des Unternehmens sichergestellt werden. Nachhaltigkeit wird heute von der Unternehmenswelt nicht nur aufgegriffen, sondern sogar propagiert und als Management-Methode für das Bestehen und die Positionierung von Unternehmen in einem neuen Umfeld wahrgenommen. Schlagwörter: Nachhaltigkeit, Investitionen, Innovationen, Management

The idea of Sustainability appeared for the first time in the year 1661. A governor of the city Reichenhall in Germany formulated the conception named 'everlasting wood'. The amount of chopped down trees should be equally as big, as the amount of trees that can regrow in a year. What at first sight appears to be an ecological or ethical way of thinking was rather a purely economic consideration. The continuity of the enterprise could only be guaranteed by the preservation of the natural resources. Today Sustainability is not only taken up by the enterprise world, but actually is propagated and appreciated as a management method. Keywords: sustainability, investment, innovation, management Author: Atici, Erhan Publisher: GRIN Verlag Illustration: N Language: GER Title: Ökonomische Nachhaltigkeit am Beispiel des Investitionsmanagements: Eine Metastudie Pages: 00062 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640352586 Category: Business & Economics : General

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