

Unternehmensführung In China - Bernd-uwe Stucken

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Die Unternehmensführung folgt in China anderen Gesetzmäßigkeiten als wir im Westen gewohnt sein mögen. Im Managementalltag westlicher Unternehmen in China kommt es daher immer wieder zu Konflikten. Der Autor geht den Ursachen nach und stützt sich dabei auf Erkenntnisse der Kognitiven Wissenschaften. Diese allein helfen bereits die Ursachen vieler Konflikte und Misserfolge zu verstehen. Lösungsansätze, die westliche und östliche Managementmethoden zu integrieren versuchen, können in der noch jungen Disziplin der Komplexivissenschaften gefunden werden. Praktische Ansätze werden vorgestellt. Das Buch ist in langjähriger Beratungspraxis entstanden und für den Managementalltag gedacht. Author: Stucken, Bernd-Uwe Publisher: GRIN Verlag Illustration: N Language: GER Title: Unternehmensführung in China Pages: 00044 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640544561 Category: Business & Economics : Management - General

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