

Benchmarking - Tim Hamann

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1. Einleitung Beim Benchmarking handelt es sich um ein Managementinstrument, mit dessen Hilfe durch Vergleiche mit anderen internen Unternehmensbereichen oder externen Unternehmen Wettbewerbsvorteile erzielt werden sollen. 1 Der eigentliche Wettbewerbsvorteil entsteht durch einen Lern- und Anpassungseffekt, der insbesondere vor einem mittel- bis langfristigen Zeithorizont, die Erfolgssituation im Unternehmen verbessern soll. 2 Quantitativ gesehen wird die Benchmark als Ausgangswert für den Vergleich gesehen. Deshalb ist es auch üblich besonders leistungsfähige Unternehmen zum Vergleich heranzuziehen. 3-----1 Vgl. Götze (1998) S. 279. 2 Ebenda. 3 Vgl. Hoffjan (1997) S. 345. Author: Hamann, Tim Publisher: GRIN Verlag Illustration: N Language: GER Title: Benchmarking Pages: 00021 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638400947 Category: Business & Economics : General

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