

Strategisches Umweltmanagement - , Anja Fu?

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Die vorliegende Arbeit gibt einen Einblick in die Thematik des strategischen Umweltmanagements. Einf hrend in das Thema werden die Herausforderungen betrachtet, denen sich Unternehmen im Zuge der zunehmenden Sensibilisierung der  ffentlichkeit f r  kologische Probleme stellen m ssen. In Kapitel 3 werden die verschiedenen Anspruchsgruppen thematisiert, mit denen sich ein Unternehmen im Rahmen eines erfolgreichen Umweltmanagements auseinandersetzen muss. Kapitel 4 beinhaltet die Aufnahme des Umweltschutzes in das Zielsystem und weist auf einen m glichen Konflikt mit  konomischen Zielen, sowie dessen Bedeutung f r das Unternehmen hin. Im Anschluss erfolgt in Kapitel 5 die Darstellung der strategischen Umwelt- und Unternehmensanalyse, sowie geeigneter Instrumente, die im Rahmen einer solchen Analyse eingesetzt werden k nnen. Hierbei geht es insbesondere um die Identifikation von Chancen und Risiken im Rahmen umweltpolitischer Profilierung und wie Unternehmen diesen im Bezug auf Umweltfragen mit eigenen St rken und Schw chen begegnen k nnen. Am Ende dieses Abschnitts steht die Ableitung von verschiedenen  kologischen Normstrategien oder Handlungsalternativen. Diese werden in Kapitel 6, welches die strategischen Optionen thematisiert, die ein Unternehmen im Rahmen des Umweltmanagement verfolgen kann, n her er utert. Neben der Abgrenzung  kologischer Basis- und einzelner Wettbewerbsstrategien, sollen Timing-und Risikostrategien im Umweltmanagement thematisiert werden. Author: Hadel, Stefan Author: Fu , Anja Publisher: GRIN Verlag Illustration: N Language: GER Title: Strategisches Umweltmanagement Pages: 00036 (Encrypted PDF) On Sale: 2006-01-01 SKU-13/ISBN: 9783638517249 Category: Business & Economics : Management - General

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