

Qualitative Strategiebewertungsmethoden: Möglichkeiten Und Grenzen - Sebastian Kemkes

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In den vergangenen Jahren hat die Strategiebewertung immer mehr an Bedeutung gewonnen und nimmt eine zunehmend größere Rolle in der Unternehmensplanung ein. Da die Bewertung von Marketingstrategien für Unternehmen von essentieller Bedeutung ist, wird es für Unternehmen zunehmend wichtiger ihre entwickelten Strategien einer genauen Prüfung und Bewertung zu unterziehen. Immer seltener werden strategische Entscheidungen intuitiv beurteilt und es wird sich zunehmend öfter einer oder sogar mehreren Methoden der Strategiebewertung angenommen. Diese Arbeit beschäftigt sich mit den Möglichkeiten und Grenzen der qualitativen Strategiebewertung. Zuerst wird die Strategiebewertung grundlegend vorgestellt. Dann werden verschiedene Methoden erläutert und grundsätzliche Probleme dargestellt. In Folge dessen werden als qualitative Strategiebewertungsmethoden das Checklistenverfahren und die Nutzwertanalyse vorgestellt und anschließend werden die Methoden kritisch betrachtet sowie die Probleme bei der Umsetzung erläutert. Author: Kemkes, Sebastian Publisher: GRIN Verlag Illustration: N Language: GER Title: Qualitative Strategiebewertungsmethoden: Möglichkeiten und Grenzen Pages: 00015 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640718412 Category: Business & Economics : General

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