

# Unternehmen Deutschland: Welche Strategien Helfen Dem Standort Deutschland - Helmut Schönherr

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Das Thema Unternehmen Deutschland Welche Strategien können dem Standort Deutschland helfen ist ein sehr komplexes und aktuelles Thema. Überall, ob in der Presse oder in den Medien wird über den Standort Deutschland diskutiert. Oft sind es negative Nachrichten wie z.B. die Verlagerung des Standortes diverser deutscher Firmen ins Ausland. Im Rahmen dieser Arbeit entsteht die Aufgabe Strategiemodelle aus der Betriebswirtschaftslehre zu finden und zu beschreiben, anschließend eines dieser Modelle auf Deutschland zu übertragen. Dabei muss man den aktuellen Ist-Stand Deutschlands berücksichtigen und inwiefern man die ausgewählte Strategie auf Deutschland anwenden kann. Das Ziel dieser Arbeit ist es, eine Strategie zu finden, die bei richtiger Umsetzung den deutschen Standort attraktiver machen kann, denn dieser steht laut Einschätzung des Weltwirtschaftsforums nur noch an 13. Stelle. (siehe Abb.1) Studienarbeit aus dem Jahr 2006 im Fachbereich Soziologie - Politische Soziologie, Majoritäten, Minoritäten, Note: 1,7, Fachhochschule Ulm .Author: Schönherr, Helmut Publisher: GRIN Verlag Illustration: N Language: GER Title: Unternehmen Deutschland: Welche Strategien helfen dem Standort Deutschland Pages: 00022 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640539468 Category: Social Science : Sociology - General Category: Political Science : General

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