



Exzellente Managemententscheidungen: Methoden, Handlungsempfehlungen, Best Practices (German Edition)

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Champions von morgen werden nicht über Nacht geboren. Sie wachsen, verändern sich, erleben gute und schwierige Zeiten. Was zeichnet erfolgreiche Manager und Unternehmer aus? Wie entwickeln sich Unternehmen und was sind die Erfolgsfaktoren für Wachstum?

Zusammen mit weiteren renommierten Experten vermitteln Peter Niermann und Andre Schmutte konkrete Handlungsempfehlungen für das Management. Transparent, klar und verständlich beschreiben sie Methoden, Tools und Taktiken, die zum Rüstzeug erfolgreicher Unternehmensführung gehören. Entscheider aus Großunternehmen und dem Mittelstand (Audi, Telekom, Kathrein, Konen, etc.) erläutern in Interviews und Fallstudien ihre Erfahrungen und Vorgehensweisen. Umfangreiche Illustrationen und Reifegrad-Checklisten helfen den Lesern, den Status der eigenen Organisation zu bestimmen und notwendige Handlungsfelder zu entdecken: quasi ein „Stresstest“ für ihr Unternehmen.

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