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Marktorientierte Unternehmensplanung

Eine Einführung

2. Auflage



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Management- und Beratungstechnologien im Überblick Dirk Lippold, 2015-12-28 Dieses Essential befasst sich mit den Beratungstechnologien, die in den letzten beiden Phasen eines Beratungsprozesses zum Einsatz kommen: der Problemlösungsphase und der Implementierungsphase. Dirk Lippold beschreibt diese Technologien am Beispiel eines idealtypischen Beratungsprojekts. Im Mittelpunkt stehen dabei die Hilfsmittel und Werkzeuge, Tools für die Soll-Konzeption und Realisierungsplanung sowie für die Umsetzung und Evaluierung eines Beratungsprojektes. Der Leser erhält auf diese Weise einen Überblick über die Methoden, Konzepte und Produkte, die einem Berater zur Verfügung stehen.

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