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Springer Gabler. Paperback. Condition: New. 31 pages. Dimensions: 8.1in. x 5.7in. x 0.2in. Kennzahlen sind ein unwillkürliches, omnipresentes Instrument, um komplexe Zusammenhänge auszudrücken. Werden solche Kennzahlen kombiniert, entsteht ein Kennzahlensystem und mit diesem ein Management-Werkzeug, das zur Steuerung und Kontrolle unternehmerischer Aktivitäten dient. Voraussetzung ist jeweils, dass die Konstruktion der Kennzahlen bzw. des Kennzahlensystems korrekt erfolgt. Hier sind etliche Hürden zu bewältigen und Fallen zu umgehen. Ansonsten entstehen Kennzahlen, die entweder nicht verstanden oder zuweilen schlimmer falsch interpretiert werden. Richtig erstellt und verwendet, sind Kennzahlen und Kennzahlensysteme jedoch ein wertvolles Instrument, um die Welt des Managers zu vereinfachen. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.

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