



## Mission and Vision Statements in the German Mittelstand. a Research Proposal (Paperback)

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GRIN Publishing, 2015. Paperback. Condition: New. 1. Auflage.. Language: English . Brand New Book. Seminar paper from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, University of Glamorgan (Faculty of Business Society), course: Accounting Research, language: English, abstract: This article describes the existing framework of academic research by evaluating how, if at all, mission and vision have been defined as terms, and what the discussion in context of SMEs has concluded in respect to benefits and disadvantages. Hypotheses are set up in the process, serving as a basis for research. Section three outlines the chosen methodology, as the choices for method, location and limitation are described. Mission and vision represent abstract, metaphorical terms (Raynor, 1998). Thus, most of the academic research on the topic struggles to determine cohesive and generally valid definitions.



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