

Unternehmenskultur



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Reviews

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(Cordie Hauck DVM)

UNTERNEHMENSKULTUR



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Books on Demand. Paperback. Condition: New. 184 pages. Dimensions: 7.5in. x 4.7in. x 0.6in. Nach seinem Handbuch der Entwicklung widmet sich Christopher Wanzel in diesem Buch dem komplexen Thema Unternehmenskultur und deren Bedeutung im Zusammenhang mit Mergers and Acquisitions. Warum scheitern weit mehr als die Hälfte aller Unternehmenszusammenschlüsse, obwohl vorher umfassende Prüfungen, Due Diligence-Prozesse, durchgeführt werden? Das Cultural-Fit gilt als maßgebliche Ursache: Divergierende Ziele und Wertvorstellungen prallen aufeinander. Nur ein umfassendes Verständnis der eigenen und fremden Unternehmenskultur - und insbesondere der Träger der Kultur, der handelnden Menschen - ermöglicht eine erfolgreiche Integration und damit Synergien und Wachstum. Dr. Walter Dring, Wirtschaftsminister a. D., schreibt dazu in seinem Vorwort: Wanzels Handlungsempfehlungen für eine integrale Due Diligence runden ein rundum gelungenes Buch mit einigem Erkenntnisgewinn ab, und seinem abschließenden Fazit, dass der entwickelte Integrale Kulturwandel das bisher umfassendste theoretische Konzept zur Erfassung von Unternehmenskultur ist, kann man nur zustimmen. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.

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