



Internationales Management (UTB L (Large-Format)) (German Edition)

Manfred Perlitz, Randolph Schrank

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Die Schuldenkrise und die Diskussion über Chancen und Risiken für die deutsche Wirtschaft durch die Euro-Frage zeigt die Aktualität des Faches "Internationales Management" in der Praxis. Das Buch behandelt daher die Herausforderungen, die sich für Unternehmen, Branchen und Volkswirtschaften aus der zunehmenden Globalisierung ergeben. Es wird auf die Kernfragen des strategischen internationalen Managements genauso eingegangen wie auf internationale Probleme in den Funktionsbereichen von Marketing über den Finanzbereich bis hin zur Forschung und Entwicklung.

Die Didaktik ist in der 6. Auflage noch stärker in den Vordergrund gerückt. Neben vielen inhaltlichen Erweiterungen und Aktualisierungen ist die Struktur wesentlich gestrafft und durch Fallstudien von Unternehmen und Standpunkten von Praktikern ergänzt.

Das Buch eignet sich für Kurse auf dem Bachelor- und Master-Level, richtet sich jedoch auch an Praktiker aus international tätigen Unternehmen.

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