



Product-Lifecycle-Management und Lifecycle-Costing. Lösungsansätze zum Management des Produktlebenszyklus (German Edition)

Mesut Yüksel, Öznur Gülüm

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Studienarbeit aus dem Jahr 2012 im Fachbereich BWL - Wirtschaftspolitik, Note: 1,3, Hochschule Aalen, Veranstaltung: Grundlagen des wissenschaftlichen Arbeitens, Sprache: Deutsch, Abstract: Die wirtschaftliche Veränderung der letzten Jahre zeigt, dass gerade ein Umschlagen von Quantität in Qualität auf dem Markt stattfindet. Die Globalisierung hat den Zwang zu immer schnelleren Innovationen und kürzeren Lebenszyklen auf ein Niveau hochgeschaukelt, das mit den bisherigen Mitteln und Konzepten nicht mehr zu bewältigen ist. Hersteller von Gütern und Dienstleistungen werden künftig über den gesamten Lebenslauf ihrer Produkte in der Verantwortung belassen.

Angesichts der veränderten Wettbewerbsbedingungen und wachsender Umweltproblematik ist es ein vorrangiges Ziel, die Effizienz und das Nutzen technischer Produkte drastisch zu steigern. Deshalb hat sich die Idee eines zentralen, strategischen Ansatzes zum durchgängigen Management des gesamten Produktlebenszyklus durchgesetzt. Hierbei bieten das Product-Lifecycle-Management und das Life-Cycle-Costing einen möglichen Lösungsansatz an.

Ziel dieser Arbeit ist es, diese neuen Ansätze dem Leser näher zu bringen. Dabei werden die zusammenhängenden Begrifflichkeiten definiert und die wichtigsten Aspekte dieser Verfahren näher erläutert.

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