



Strategische Kontrolle Und Fruhaufklarung (German Edition)

Guido Osterwald

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Studienarbeit aus dem Jahr 2012 im Fachbereich BWL - Controlling, Note: 1,3, Fachhochschule Südwestfalen; Abteilung Meschede, Sprache: Deutsch, Abstract: Um Aufgaben innerhalb der Strategischen Planung wahrzunehmen bedienen sich Strategische Kontrolle und Strategische Frühaufklärung verschiedenster Instrumente. Während das Repertoire an Instrumenten der Strategischen Kontrolle strukturiert den einzelnen Prozessschritten folgt und sich die Balanced Scorecard als geeignetes und in der Praxis eingesetztes Instrument erwiesen hat, zeigt sich mit der integrierten Szenariotechnik ein wertvolles aber sehr komplexes Instrument als Instrument der ersten Wahl. Die Arbeit zeigt die grundsätzlichen Konzeptionen der Instrumente und führt "Balanced Scorecard" und die "Integrierte Szenarioanalyse" anhand von Anwendungsbeispielen mit kritischer Würdigung auf.

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