



Strategisches Controlling: Grundlagen - Instrumente - Konzepte (German Edition)

Liane Buchholz

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Dieses neue Lehrbuch ordnet das strategische Controlling in den Kontext des allgemeinen Controllings und der Unternehmensführung ein. Liane Buchholz gibt einen systematischen Überblick über alle wichtigen strategischen Controllinginstrumente. Dazu werden strategische Vorsteuergrößen und -ebenen definiert, die eine genaue Klassifizierung der Controllinginstrumente ermöglichen. Darüber hinaus stellt die Autorin strategische Konzepte und deren Anforderungsprofile an das strategische Controlling vor und zeigt den Transfer der Strategie in die operative Praxis der Unternehmen.

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