

New Management



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Reviews

The best book i actually go through. It can be full of wisdom and knowledge Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Prof. Greg Herzog)

NEW MANAGEMENT



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Haufe Lexware Gmbh Jan 2017, 2017. Buch. Condition: Neu. Neuware - Die digitale Transformation ist schon lange kein 'Wind of Change' mehr, sondern ein ausgewachsener Sturm, der an den Grundfesten von Unternehmen rüttelt, ihre Geschäftsprozesse ins Wanken bringt und jahrzehntelang gültige Erfolgsrezepte zerstört. Selten gab es so viel Bedrohung für das Etablierte und gleichzeitig so viel Chance für Neues. Marcus Sassenrath stellt neue Denkansätze vor, die den Blick auf die Funktionsweise von Unternehmen verändern. Anhand erfolgreicher Steuerungsinstrumente und Praxisanregungen zeigt er konkret, wie Sie neue, flexible Methoden in Unternehmen etablieren. Inhalte: Management 1.0 trifft auf Industrie 4.0: Defizite veralteter Management- und Steuerungssysteme Neue Denkansätze, Instrumente und Praktiken für New Leadership 60 praktische Vorschläge, wie Sie Ihr Unternehmen agiler machen Lernen vom Gehirn: Vernetzung - Relevanz - Entscheiden Die Kernkompetenzen für die digitale Transformation: Lernfähigkeit und Kreativität 194 pp. Deutsch.

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