

Unternehmensphilosophie. Theoretische Betrachtung der Thematik



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UNTERNEHMENSPHILOSOPHIE. THEORETISCHE BETRACHTUNG DER THEMATIK



GRIN Publishing Dez 2015, 2015. sonst. Bücher. Condition: Neu. Neuware - Studienarbeit aus dem Jahr 2012 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,3, Leibniz Akademie Hannover - Verwaltungs- und Wirtschaftsakademie Hannover, Sprache: Deutsch, Abstract: Diese Hausarbeit definiert das allgemeine Konzept der Unternehmensphilosophie und geht dann näher auf die Fragen 'Was ' (Kernelemente der Unternehmensphilosophie), 'Warum ' (Angestrebte Ziele für das Unternehmen) und 'Wie ' (Implementierungsbarrieren und Risiken) ein. Die Unternehmensphilosophie leitet sich wie jede andere Philosophie aus dem Philosophieverständnis, das das Bemühen um die ganzheitliche Deutung des Seins und eines daraus entwickelten Leitbildes für die Lebensausrichtung des Menschen ausdrückt, ab. Sie manifestiert somit die Wertevorstellungen sowie das Selbstverständnis eines Unternehmens gegenüber seinen Interaktionspartnern (Kunden, Lieferanten und Konkurrenz), seiner Umwelt (Gesellschaft und Natur) sowie auf unternehmensinterner Ebene seinen Mitarbeitern und ggf. Anteilseignern. 16 pp. Deutsch.



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