



# Konzepte entwickeln: Handfeste Anleitungen für bessere Kommunikation (German Edition)

*Jürg W Leipziger*

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Wer Konzepte entwickelt, ist permanent der Gefahr ausgesetzt, (Denk-)Fehler zu begehen. "Falsches" Denken heißt beispielsweise, strategische Entscheidungen zu treffen, bevor man die Analyse abgeschlossen hat. Vielleicht weil man von einer Lieblingsidee nicht ablassen will oder weil man Taktik mit Strategie verwechselt?

So muss der mentale Prozess der Konzeptionsentwicklung entlang des Kreises "Analyse - Strategie - Umsetzung - Analyse" verlaufen. Der gute "Konzeptioner" schafft zuerst eine analytische Ordnung, trifft dann die strategischen Entscheidungen, bis er diese schließlich in operative Handlungen umsetzt, um sie in der Analysephase wieder zu beurteilen.

Jürg W. Leipziger liefert glasklare Trockenübungen für das konzeptionelle Denken. Lesen!

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