



Standortentscheidungen: Standortplanung, -bewertung und -controlling (German Edition)

Patric Heby, Patrick Stern

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Studienarbeit aus dem Jahr 2004 im Fachbereich BWL - Controlling, Note: 1,0, Hochschule Offenburg (Fachbereich Wirtschaftsingenieurwesen und Betriebswirtschaft), Veranstaltung: Hauptseminar Rechnungswesen und Controlling, 65 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Ausgehend von standortthoerischen Überlegungen werden wichtige Instrumente der Betriebswirtschaftslehre auf ihre Eignung für die Standortplanung, -bewertung und -controlling hin untersucht und daraus im 2. Hauptteil der Arbeit ein Leitfaden für ein Standortcontrolling entwickelt, welches auch für kleinere und mittlere Unternehmen anwendbar ist.

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