

The Ermatingers

Alaska Economic Trends Strategisches Management im Sozialen Bereich Georg Kortendieck

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strategisch richtig aufstellen zukunft des unternehmens sichern ansteigender ökonomischer druck politische und gesellschaftliche veränderungen sich rasant fortentwickelnde technische möglichkeiten leistungskräfte in sozialen einrichtungen und diensten müssen ohne dabei die mission des unternehmens aus dem auge zu verlieren auf diese volatilen rahmenbedingungen die richtige antwort finden und auf die zukunft gerichtet lenken und gestalten nur so kann die nachhaltige existenzsicherung des unternehmens gewährleistet werden ausgehend von den zielen und leitbildern sozialer einrichtungen und den besonderheiten der sozialen arbeit stellt der autor die wichtigsten analyseinstrumente und strategien für die organisation als ganzes wie auch für die einzelnen geschäftsfelder vor abgrenzung strategischer geschäftsfelder nach bedürfnissen zielgruppen technologien planungs und analysekonzepten umweltperspektive früherkennung kunden und stakeholderanalysen marktanalysen organisationsanalysen stärken schwächen analysen kernkompetenzen wertkettenanalysen benachmarking swot analysen auf geschäftsbereichsebene portfolio analysen auf unternehmensbenen unternehmensstrategien marktsegmentierung portfolio geschäftsfeldstrategien wachstums marktabdeckungs wettbewerbsvorteils marktbearbeitungs und verhaltensstrategien strategien im sinne eines optimalen kosten nutzenverhältnisses personalmanagement in unterschiedlichen marktsituationen kennzahlensteuerung balance scorecard putting

strategy into action 3 schritte plan zur implementierung des strategischen managments im unternehmen

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