

Beratung Und Consulting Fur Dummies

Wer braucht heutzutage noch das Fernsehen? Streaming Dienste bieten ein Überangebot an Serien und Filmen. Auf Youtube gibt es Videos zu jedem denkbarem Thema. Und per WhatsApp landen ständig neue Social Media Clips auf dem Smartphone. Das Fernsehen ist angesichts des digitalen Wandels und allgegenwärtiger Bewegtbildinhalte einer existentiellen Bewährungsprobe ausgesetzt. Nur die Neuentwicklung von Geschäftsmodellen und Formaten die echte "Originals" darstellen, kann das langfristige Überleben der Sender sichern. Gleichzeitig gilt es eine systematische Technologie-Früherkennung und Implementierung zu betreiben. Der Band stellt ein geeignetes Innovations- und Veränderungsmanagement vor, um professionelle Content-Kreationen und Technologie-Lösungen qualitäts-, termin- und kostengerecht bereitzustellen. Dabei wird besonders den Möglichkeiten zum kreativen Arbeiten Rechnung getragen. Denn Kreativität ist am Ende entscheidend für den Erfolg im TV-Markt.

How can you take your skills and expertise and package and present it to become a successful consultant? There are proven time-tested principles, strategies, tactics and best-practices the most successful consultants use to start, run and grow their consulting business. Consulting Success teaches you what they are. In this book you'll learn: - How to position yourself as a leading expert and authority in your marketplace - Effective marketing and branding materials that get the attention of your ideal clients - Strategies to increase your fees and earn more with every project - The proposal template that has generated millions of dollars in consulting engagements - How to develop a pipeline of business and attract ideal clients - Productivity secrets for consultants including how to get more done in one week than most people do in a month - And much, much more

Teamleitung ist heutzutage nicht mehr nur das Privileg von Managern, Abteilungsleitern oder Pfadfindern. Jeder, der einmal mit Führungsaufgaben betraut war, weiß um die Schwierigkeiten, eine Gruppe zusammen zu halten und zu motivieren. Marshall Loeb und Stephan Kindel zeigen Ihnen, worauf es in solchen Situationen ankommt und wie Sie sie bewältigen können. Lernen Sie Ihr Team zu motivieren, gemeinsame Ziele zu formulieren und sie auch umzusetzen. Sie werden schnell erkennen: Führungsqualitäten kann man lernen!

Based on the author's first-hand experience and expertise, this book offers a proven framework for global software engineering. Readers will learn best practices for managing a variety of software projects, coordinating the activities of several locations across the globe while accounting for cultural differences. Most importantly, readers will learn how to engineer a first-rate software product as efficiently as possible by fully leveraging global personnel and resources. Global Software and IT takes a unique approach that works for projects of any size, examining such critical topics as: Executing a seamless project across multiple locations Mitigating the risks of off-shoring Developing and implementing processes for global development Establishing practical outsourcing guidelines Fostering effective collaboration and communication across continents and culture This book provides a balanced framework for planning global development, covering topics such as managing people in distributed sites and managing a project across locations. It delivers a comprehensive business model that is beneficial to anyone looking for the most cost-effective, efficient way to engineer good software products.

The Proven Guide to Start, Run and Grow a Successful Consulting Business

The McKinsey Way

64 Methods to Reduce Costs and Increase Value with Suppliers

A Former McKinsey Interviewer Reveals how to Get Multiple Job Offers in Consulting

An International View on Light Three- and Four-Wheelers

Prüfungs- und Beratungshonorare der DAX-Gesellschaften: Eine empirische Untersuchung zu der Entwicklung, den Einflussfaktoren und den Modalitäten

This Handbook offers a systematic review of state-of-the-art knowledge on public administration in Europe. Covering the theoretical, epistemological and practical aspects of the field, it focuses on how public administration operates and is studied in European countries. In sixty-three chapters, written by leading scholars, this Handbook considers the uniqueness of the European situation through an interdisciplinary approach. It addresses issues such as multi-level governance, the administrative diversity which results from the multiplicity of countries, languages, schools of thought and streams of investigation across Europe. It addresses issues such as multi-level governance, intensive cross country cooperation in administrative reform policy, and public accountability under different systems. It also considers the issue of welfare service delivery, at a time of major economic change, as well as understudied emerging issues like Islamic Public Administration and the dynamics of public sector negotiations. With contributions from key experts in Public Administration and Public Administration

Handbook offers a significant contribution to the field of comparative public administration, policy and management.

Consulting For Dummies, 2nd Edition includes a reorganization and narrower focus of the topic, with new or updated information that delves into the specifics of running your own consulting business on the business of consulting, along with financial and legal issues involved in setting up a consulting business, deepening coverage of consulting proposals, and entirely new chapters on higher-level established consultants are demanding.

"Do you need to produce clear reports, papers, analyses, presentations and memos? If so, you need The Pyramid Principle. Communicating your ideas concisely and articulately to clients, colleagues is a key factor in determining your personal business success. To gain the maximum effect you need to make maximum impact with your ideas upfront." "Applying the Pyramid Principle means you write and waste no time in getting your message across to your audience, making sure they grasp your meaning at once."--BOOK JACKET.

This edited open access book gives a comprehensive overview of small and lightweight electric three- and four-wheel vehicles with an international scope. The present status of small electric vehicle market situation and main hindering factors for market success as well as options to attain a higher market share including new mobility concepts are highlighted. An increased usage of SEVs can be highlighted in the book in regard to sustainable transport, congestion, electric grid and transport-related potentials. To underline the effects these vehicles can have in urban areas or rural areas presented covering outcomes of pilot projects and studies in Europe. A study of the operation and usage in the Global South extends the scope to a global scale. Furthermore, several concept studies in the market give a more detailed overview and show the deployment in different applications.

Beratung und Consulting für Dummies

Praxisorientierte Unternehmensplanung mit harten und weichen Daten

Git für Dummies

Zitty

EPLAN Electric P8 für Dummies

The Pyramid Principle

This book gives a comprehensive overview on Software Product Management (SPM) for beginners as well as best practices, methodology and in-depth discussions for experienced product managers. This includes product strategy, product planning, participation in strategic management activities and orchestration of the functional units of the company. The book is based on the results of the International Software Product Management Association (ISPMA) which is led by a group of SPM experts from industry and research with the goal to foster software product management excellence across industries. This book can be used as textbook for ISPMA-based education and as guide for anybody interested in SPM as one of the most exciting and challenging disciplines in the business of software. Hans-Bernd Kittlaus is the Chairman of ISPMA and owner and managing director of InnoTivum Consulting, Germany. Samuel Fricker is Board Member of ISPMA and Professor at FHNW, Switzerland.

"If more business books were as useful, concise, and just plain fun to read as THE MCKINSEY WAY, the business world would be a better place." --Julie Bick, best-selling author of ALL I REALLY NEED TO KNOW IN BUSINESS I LEARNED AT MICROSOFT. "Enlivened by witty anecdotes, THE MCKINSEY WAY contains valuable lessons on widely diverse topics such as marketing, interviewing, team-building, and brainstorming." --Paul H. Zipkin, Vice-Dean, The Fuqua School of Business It's been called "a breeding ground for gurus." McKinsey & Company is the gold-standard consulting firm whose alumni include titans such as "In Search of Excellence" author Tom Peters, Harvey Golub of American Express, and Japan's Kenichi Ohmae. When Fortune 100 corporations are stymied, it's the "McKinsey-ites" whom they call for help. In THE MCKINSEY WAY, former McKinsey associate Ethan Rasiel lifts the veil to show you how the secretive McKinsey works its magic, and helps you emulate the firm's well-honed practices in problem solving, communication, and management. He shows you how McKinsey-ites think about business problems and how they work at solving them, explaining the way McKinsey approaches every aspect of a task: How McKinsey recruits and molds its elite consultants; How to "sell without selling"; How to use facts, not fear them; Techniques to jump-start research and make brainstorming more productive; How to build and keep a team at the top its game; Powerful presentation methods, including the famous waterfall chart, rarely seen outside McKinsey; How to get ultimate "buy-in" to your findings; Survival tips for working in high-pressure organizations. Both a behind-the-scenes look at one of the most admired and secretive companies in the business world and a toolkit of problem-solving techniques without peer, THE MCKINSEY WAY is fascinating reading that empowers every business decision maker to become a better strategic player in any organization.

Sie möchten Consultant werden oder sind es bereits? Bob Nelson und Peter Economy zeigen Ihnen, worauf Sie als Consultant achten sollten und wie Sie sich bei Ihren Kunden unentbehrlich machen. Die Autoren erklären ausführlich, wie Sie sich als Consultant selbstständig machen, welche Gesetze (Rechtsform des Unternehmens, Steuerrecht etc.) Sie dabei beachten müssen, wie Sie Angebote erstellen und Ihr Honorar festlegen. Erfahren Sie, wie Sie ein Consulting-Projekt bearbeiten: von der Problemanalyse über die Sammlung und Auswertung der relevanten Daten und Informationen bis hin zur Erarbeitung der Lösungsstrategie. Lassen Sie sich Tipps geben, wie Sie das Ergebnis beim Kunden kompetent präsentieren und wie Sie dafür sorgen können, dass der Kunde die vorgeschlagenen Lösungen auch in die Tat umsetzt. Und lassen Sie sich, last but not least, zeigen, wie Sie sich und Ihr Beratungsangebot richtig verkaufen und bewerben, Ihre Finanzen im Blick behalten und Ihr Ansehen als Consultant verbessern.

This is the book we wished for when starting our careers as consultants. We've all been there at the beginning of our consulting career: questions to be answered, new challenges to be mastered, dynamics to be understood. Solving some of the mysteries a career start throws at us is easy - retrospectively. The insights and tactics in this book offer you that retrospective. Use it as your tour guide. Learn which routes to follow, which detours to steer clear of and which shortcuts to take. This book boils down the essence of what it takes

to make it as a consultant: - Master your role and deliver upon clients' as well as internal management's expectations- Waste less time and focus on the relevant matters- Get good performance ratings and rise through the ranks- Make better decisions that position you as a highly valued professional and enable you to succeed in the industr

Entrepreneurship and Economic Growth

Bewerbungshandbuch für Studenten für Dummies

Das Strategische Führungssystem

Personalmanagement für Dummies

Monographien und Periodika--Halbjahresverzeichnis. Reihe D

Logic in Writing and Thinking

By serving as a conduit for knowledge spillovers, entrepreneurship is the missing link between investments in new knowledge and economic growth. The knowledge spillover theory of entrepreneurship provides not just an explanation of why entrepreneurship has become more prevalent as the factor of knowledge has emerged as a crucial source for comparative advantage, but also why entrepreneurship plays a vital role in generating economic growth. Entrepreneurship is an important mechanism permeating the knowledge filter to facilitate the spill over of knowledge and ultimately generate economic growth.

The approach used on a given spend item should largely depend on the balance between supply power and demand power. That is the logic behind the bestselling Purchasing Chessboard®, used by hundreds of corporations worldwide to reduce costs and increase value with suppliers. The 64 squares in the Purchasing Chessboard provide a rich reservoir of methods that can be applied either individually or combined. And because many of these methods are not customarily used by procurement, the Purchasing Chessboard is also the perfect tool for helping buyers to think and act outside the box and find new solutions. A well-proven concept that works across all industries and all categories in any given situation, it is little wonder that business leaders and procurement professionals alike are excited by, and enjoy strategizing around, the Purchasing Chessboard. This second edition of The Purchasing Chessboard addresses the new realities of a highly volatile economic environment and describes the many—sometimes surprising—ways in which the Purchasing Chessboard is being used in today's business world. Yet despite all of the great achievements of procurement executives and their teams, they do not always receive the recognition they deserve. In response, the authors have developed and outlined within the book an unequivocal approach to measure procurement's impact on a company's performance—Return on Supply Management Assets (ROSMA®).

Dieses Buch begleitet die Leser durch die gesamte Berufsorientierung während des Studiums über die Bewerbung für den ersten Job bis hin zum erfolgreichen Abschluss der Probezeit. Zunächst geht es darum, dass die Leser auch anhand von Fragebogen und Checklisten herausfinden, was sie können und welche beruflichen Ziele sie haben. Dann beschreiben die Autorinnen die Suche nach einer passenden Stelle, die richtige Zusammenstellung der Bewerbungsunterlagen und das Auswahlverfahren: das Job-Interview, Assessment Center und Gehaltsverhandlungen. Die Leser erfahren auch, worauf sie bei einem Arbeitsvertrag achten müssen und wie sie die Probezeit erfolgreich bestehen.

Tipps und Insiderinformationen von Berufserfahrenen runden den Band ab.

Benefit from the ancient Chinese art of Feng Shui Take a look around you. What do you see? Whether or not you're aware of it, your environment profoundly affects your health, wealth, family life, relationship, and yes, even your destiny. Feng Shui (pronounced fung shway), which means wind water, is the ancient Chinese study of harmony and energy flow between you and your physical surroundings. Now, Feng Shui For Dummies, 2nd Edition shows you how you can apply Feng Shui principles to your home (inside and out) and workplace (from window office to cubicle) in order to achieve a better life. Principles are explained in an easy-to-understand language Practical tips show you how to incorporate the traditions of Feng Shui to your everyday life Before-and-after illustrations and full-color photos of real-life Feng Shui makeovers in an all-new 8-page color insert Free of technical jargon and brimming with practical tips and advice, Feng Shui For Dummies shows you how to feel and access the energy of your environment and create harmony and happiness in your life. Feng Shui For Dummies (9781119643166) was previously published as Feng Shui For Dummies (9780470769324). While this version features a new Dummies cover and design, the content is the same as the prior release and should not be considered a new or updated product.

Introducing Advanced Variant Configuration (AVC) with SAP S/4HANA

Global Software and IT

Think Like a Monk

Small Electric Vehicles

Digitalization Cases

A Guide to Distributed Development, Projects, and Outsourcing

Sie arbeiten mit EPLAN Electric P8? Sie wollen wissen, wie Sie Schaltpläne ohne Umwege zeichnen und umfassend auswerten? Hinsetzen, Buch aufschlagen, Kapitel für Kapitel durcharbeiten, fertigen Schaltplan haben! Dieses Buch ermöglicht Ihnen anhand eines Beispielprojekts einen schnellen und effektiven Einstieg in EPLAN Electric P8. Es enthält die besten Tricks eines Praktikers im Umgang mit dem Programm. So sind Sie

sicher, dass Sie sofort gewinnbringend arbeiten. Die Beispieldateien stehen zum Download zur Verfügung. Sie sind mit der Version 2.5 (und höher) nutzbar.

Dieses Buch erläutert anhand von vielen Beispielen und Checklisten die Bedeutung des Personalmanagements für Unternehmen. Der Autor zeigt auf, wie man den unterschiedlichen Anspruchsgruppen im Unternehmen begegnen kann, damit die personal- und mitarbeiterbezogenen Ziele erreicht werden können: nicht nur den Mitarbeitern und Zeitarbeitnehmern, sondern auch den Führungskräften, dem Betriebsrat, den Gewerkschaften und der Öffentlichkeit. Dabei weist er darauf hin, wo personalwirtschaftliche Besonderheiten für kleine und mittlere Unternehmen auftauchen. So kann ein professionelles Personalmanagement einen wichtigen Beitrag zum nachhaltigen Unternehmenserfolg leisten.

Smart leaders know that they would greatly increase productivity and innovation if only they could get everyone fully engaged. So do professors, facilitators and all changemakers. The challenge is how. Liberating Structures are novel, practical and no-nonsense methods to help you accomplish this goal with groups of any size. Prepare to be surprised by how simple and easy they are for anyone to use. This book shows you how with detailed descriptions for putting them into practice plus tips on how to get started and traps to avoid. It takes the design and facilitation methods experts use and puts them within reach of anyone in any organization or initiative, from the frontline to the C-suite. Part One: The Hidden Structure of Engagement will ground you with the conceptual framework and vocabulary of Liberating Structures. It contrasts Liberating Structures with conventional methods and shows the benefits of using them to transform the way people collaborate, learn, and discover solutions together. Part Two: Getting Started and Beyond offers guidelines for experimenting in a wide range of applications from small group interactions to system-wide initiatives: meetings, projects, problem solving, change initiatives, product launches, strategy development, etc. Part Three: Stories from the Field illustrates the endless possibilities Liberating Structures offer with stories from users around the world, in all types of organizations -- from healthcare to academic to military to global business enterprises, from judicial and legislative environments to R&D. Part Four: The Field Guide for Including, Engaging, and Unleashing Everyone describes how to use each of the 33 Liberating Structures with step-by-step explanations of what to do and what to expect. Discover today what Liberating Structures can do for you, without expensive investments, complicated training, or difficult restructuring. Liberate everyone's contributions -- all it takes is the determination to experiment.

First published in Great Britain in 1999.

The ISPMA-Compliant Study Guide and Handbook

The Purchasing Chessboard

Train Your Mind for Peace and Purpose Every Day

Innovative Methods in Logistics and Supply Chain Management

Case Interview Secrets

Current Issues and Emerging Practices

Cheng, a former McKinsey management consultant, reveals his proven, insider's method for acing the case interview.

Sie möchten Consultant werden oder sind es sogar schon und wollen einfach einmal schauen, ob und wie Sie Ihre Arbeit hier und da noch etwas verbessern können? Dann gucken Sie einfach den beiden Profis Bob Nelson und Peter Economy über die Schulter. Sie zeigen Ihnen, worauf Sie als Consultant achten sollten und wie Sie sich bei Ihren Kunden unentbehrlich machen! Sie erfahren: * Was ein Consultant eigentlich alles macht * Welches die Schlüsselqualifikationen eines Consultant sind * Wie Sie erste Kundenkontakte knüpfen * Wie Sie die Probleme Ihrer Kunden gezielt angehen: Informationsbeschaffung, Informationsauswertung und Lösungsstrategien * Wie Sie Ihre Vorschläge, Berichte und Empfehlungen professionell verfassen und präsentieren * Was Sie bei der Gründung einer eigenen Consulting-Firma beachten sollten: Honorare, Verträge, Budgets und Ihre Büro-Ausstattung Die Bedeutung der strategischen Planung nimmt in dem Maße zu, wie Unternehmen durch Fusionen, Zu- und Verkäufe komplexer werden. Heute versammeln nicht nur Großunternehmen, sondern zunehmend auch Mittelständler 30 - 150 eigenständige Geschäftseinheiten unter einem Dach. Um unter diesen Bedingungen eine Gesamtstrategie zu erarbeiten, wurde eine Strategieplattform entwickelt, die von namhaften Unternehmen wie Siemens eingesetzt wird. Die Autoren stellen das strategische Informationssystem in mehreren Best-Practice-Beispielen anwenderorientiert vor.

Achieve leaner, faster production of individualized goods with SAP S/4HANA's new AVC engine

Simple Rules to Unleash a Culture of Innovation (Black and White Version)

Amtsblatt. Monografien und Periodika. Halbjahresverzeichnis. D

Feng Shui For Dummies

Grenzen ökonomischen Denkens

28 Insights and Tactics for Everybody Starting in the Consulting Industry

Export directory of Denmark

Nach Themengebieten geordnet finden sich im Großen Lernwortschatz Business English die wichtigsten Vokabeln und Redewendungen, um beispielsweise Import/Export-Geschäfte effizient abzuwickeln, die Jahresbilanz in gutem Englisch zu präsentieren oder eine Konferenz reibungslos über die Bühne zu bringen. Der topaktuelle Wortschatz von über 10.000 Wörtern wird jeweils im Zusammenhang mit Beispielsätzen abgebildet und ins Deutsche übersetzt, so dass leicht verständlich und systematisch die englische Fachterminologie gelernt werden kann.

Jay Shetty, social media superstar and host of the #1 podcast On Purpose, distills the timeless wisdom he learned as a monk into practical steps anyone can take every day to live a less anxious, more meaningful life. When you think like a monk, you'll understand: -How to overcome negativity -How to stop overthinking -Why comparison kills love -How to use your fear -Why you can't find happiness by looking for it -How to learn from everyone you meet -Why you are not your thoughts -How to find your purpose -Why kindness is crucial to success -And much more... Shetty grew up in a family where you could become one of three things—a doctor, a lawyer, or a failure. His family was convinced he had chosen option three: instead of attending his college graduation ceremony, he headed to India to become a monk, to meditate every day for four to eight hours, and devote his life to helping others. After three years, one of his teachers told him that he would have more impact on the world if he left the monk's path to share his experience and wisdom with others. Heavily in debt, and with no recognizable skills on his re?sume?, he moved back home in north London with his parents. Shetty reconnected with old school friends—many working for some of the world's largest corporations—who were experiencing tremendous stress, pressure, and unhappiness, and they invited Shetty to coach them on well-being, purpose, and mindfulness. Since then, Shetty has become one of the world's most popular influencers. In 2017, he was named in the Forbes magazine 30-under-30 for being a game-changer in the world of media. In 2018, he had the #1 video on Facebook with over 360 million views. His social media following totals over 38 million, he has produced over 400 viral videos which have amassed more than 8 billion views, and his podcast, On Purpose, is consistently ranked the world's #1 Health and Wellness podcast. In this inspiring, empowering book, Shetty draws on his time as a monk to show us how we can clear the roadblocks to our potential and power. Combining ancient wisdom and his own rich experiences in the ashram, Think Like a Monk reveals how to overcome negative thoughts and habits, and access the calm and purpose that lie within all of us. He transforms abstract lessons into advice and exercises we can all apply to reduce stress, improve relationships, and give the gifts we find in ourselves to the world. Shetty proves that everyone can—and should—think like a monk.

Innovative Methods in Logistics and Supply Chain Management

Git hat sich als Quellcodeverwaltung durchgesetzt und ist der De-facto-Standard in der Softwareentwicklung. Alle Unternehmen, die noch nicht auf Git sind, werden die nächsten Jahre wechseln. Und nicht nur die Entwicklung - auch Administration, Sicherheit und Dokumentation finden zunehmend auf Git statt. Git ist damit heute das wichtigste Werkzeug für alle digitalen Produkte - quasi die Werkbank. Wenn Sie wissen wollen, wie Sie Git richtig implementieren und welche Regeln Sie für die Zusammenarbeit aufstellen sollten, dann sind Sie hier richtig. Dieses Buch ist eine Einführung in das effektive Arbeiten mit Git - geeignet sowohl für Berufseinsteiger als auch für erfahrene Entwickler, die zu Git wechseln.

The Surprising Power of Liberating Structures

Beginner's Guide to Crewel Embroidery

Fernsehsender beraten

A Gestalt Approach

Erfolgreich führen für Dummies

The Palgrave Handbook of Public Administration and Management in Europe

Namhafte Autoren aus Wissenschaft und Praxis suchen in diesem facettenreichen Werk bewusst einen an Grenzen stoßenden Zugang zu Fragen der Betriebswirtschaft und des Managements im 21. Jahrhundert.

An approach to organization consulting which is based on the application of the Gestalt model of awareness to consulting with work systems. It deals with how the helping professional can use the Gestalt Cycle of Experience to make useful interventions at all stages of the consulting process.

Die Honorare für die gesetzliche Abschlussprüfung sind aus der Sicht des Gesetzgebers ein Indikator für die Qualität der durchgeführten Prüfung. Ihre Höhe und ihre Struktur geben einen Hinweis darauf, ob der Abschlussprüfer die Grundsätze der Unbefangenheit und Unabhängigkeit (§ 43 Abs. 1 WPO) während der Prüfung befolgt hat. Die Beurteilung der Angemessenheit der Prüfungs- und Beratungshonorare hat der Gesetzgeber in die Hände der Öffentlichkeit gelegt, indem er durch das Bilanzrechtsreformgesetz im Jahr 2004 die Pflicht zur Angabe der Honorare des Abschlussprüfers im Anhang für alle kapitalmarktorientierten Gesellschaften eingeführt hat. Die gesetzlichen Neuerungen haben aber nicht nur die Beurteilung der Angemessenheit der Höhe der Prüfungs- und Beratungshonorare zum Zweck, sondern auch den Versuch, die Zusammensetzung der Honorare transparenter zu gestalten. Denn nach wie vor ist es für die Bilanzadressaten schwierig nachzuvollziehen, welche Faktoren bei der Berechnung der Honorare eine Rolle spielen. Der Mangel an Transparenz in Bezug auf die Entstehung der Honorare erschwert auch die Vergleichbarkeit der Prüfungsaufwendungen unterschiedlicher Unternehmen miteinander. Das Ziel der vorliegenden Untersuchung ist es, mit Hilfe verschiedener Methoden der deskriptiven Statistik einen Überblick über die Einflussfaktoren und die Modalitäten der Prüfungs- und Beratungshonorare deutscher kapitalmarktorientierter Gesellschaften zu schaffen sowie deren Entwicklung in den letzten fünf Jahren zu analysieren. Das erhobene Datenmaterial sowie die ausführliche Analyse und Interpretation der Ergebnisse

sollen eine Orientierungshilfe sowohl für die prüfungspflichtigen Gesellschaften als auch für die Prüfungsgesellschaften selbst bieten.

This book presents a rich compilation of real-world cases on digitalization, the goal being to share first-hand insights from respected organizations and to make digitalization more tangible. As virtually every economic and societal sector is now being challenged by emerging technologies, the digital economy is a highly volatile, uncertain, complex and ambiguous place – and one that holds substantial challenges and opportunities for established organizations. Against this backdrop, this book reports on best practices and lessons learned from organizations that have succeeded in overcoming the challenges and seizing the opportunities of the digital economy. It illustrates how twenty-one organizations have leveraged their capabilities to create disruptive innovations, to develop digital business models, and to digitally transform themselves. These cases stem from various industries (e.g. automotive, insurance, consulting, and public services) and countries, reflecting the many facets of digitalization. As all case descriptions follow a uniform schema, they are easily accessible, and provide insightful examples for practitioners as well as interesting cases for researchers, teachers and students. Digitalization is reshaping business on a global scale, and it is evident that organizations must transform to thrive in the digital economy. Digitalization Cases provides first-hand insights into the efforts of renowned companies. The presented actions, results, and lessons learned are a great inspiration for managers, students, and academics. Anna Kopp, Head of IT Germany, Microsoft Understanding digitalization in all its facets requires knowledge about its opportunities and challenges in different contexts. Providing 21 cases from different companies all around the world, Digitalization Cases makes an important contribution toward the comprehensibility of digitalization – from a practical and a scientific point of view. Dorothy Leidner, Ferguson Professor of Information Systems, Baylor University This book is a great source of inspiration and insight on how to drive digitalization. It shows easy to understand good practice examples which illustrate opportunities, and at the same time helps to learn what needs to be done to realize them. I consider this book a must-read for every practitioner who cares about digitalization. Martin Petry, Chief Information Officer and Head of Business Excellence, Hilti

How Not to Suck at Consulting

How Organizations Rethink Their Business for the Digital Age

10.000 Wörter zu 80 Themen - aktualisierte Ausgabe / PDF-Download

Strategic Selling

Broadcasting, Telecasting

Großer Lernwortschatz Business English aktuell

Luhmann's theory is fascinating and complex. It offers incomparably enlightening insights, references and research opportunities, but reveals its utility only after a quite high competence threshold. Using the reticular form of the glossary, this book makes the theory accessible while maintaining its complexity. Without being obstructed by knowledge gaps or by references to concepts presented elsewhere, readers inside and outside sociology get the required support to explore sociological systems theory and to engage with it. Luhmann himself, in his introduction, praises the form of the glossary to cope with the challenges of the theoretical description of our highly complex society.

Deutsche Nationalbibliografie

Deutsche Nationalbibliographie und Bibliographie der im Ausland erschienenen deutschsprachigen Veröffentlichungen

Unlocking Luhmann

The Unique Sales System Proven Successful by America's Best Companies

Organisationsentwicklung, Innovationsstrategien und Change Management

Auf den Spuren einer dominanten Logik