



Strategische Unternehmensführung zwischen Shareholder-Value und Stakeholder-Value (German Edition)

Hanno Poeschl

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Die Arbeit stellt die Interaktion zwischen der Unternehmung und seiner Stakeholder im Rahmen seiner Umwelt und die daraus erwachsenden Leitlinien, Aufgaben, Ausprägungsformen und Leistungsmöglichkeiten der strategischen Unternehmensführung aus theoretischer und praktischer Sicht dar. Hanno Poeschl liefert einen Beitrag zur Gestaltung und Verbesserung der betrieblichen Wirklichkeit im Rahmen der anwendungsorientierten betriebswirtschaftlichen Forschung. Das vorgelegte systemisch-koevolutionäre Modell der strategischen Unternehmensführung stellt in diesem Zusammenhang einen Beitrag zum Paradigmenwechsel in der Unternehmensführung dar, hin zu einem systemisch-evolutionärem Unternehmensführungsverständnis auf Basis einer verpflichteten Management-Philosophie.

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