



Cash Management von Unternehmen in Krisenzeiten (German Edition)

Fabian Mascher

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Inhaltsverzeichnis

1 Zusammenfassung	1
2 Einführung	2
3 Theoretische Grundlagen und begriffliche Abgrenzung	3
3.1 Cash Management und sein Anwenderkreis	3
3.2 Cash Management Systeme	5
3.3 Bedeutung von Liquidität	5
3.4 Abgrenzung des Begriffes „Krisenzeit“	6
4 Wirkungskreis und Instrumente des Cash Management	7
4.1 Aufgabenbereiche	8
4.2 Ausgestaltungsmöglichkeiten	12
5 Strukturen des Cash Management	14
5.1 Aktualität und Notwendigkeit	14
5.2 Aufgaben und Ziele	15
6 Beurteilung von Cash Management	18
6.1 Vorteile und Chancen	18
6.2 Nachteile und Risiken	19
7 Perspektiven	21

1 Zusammenfassung

Die Erfahrungen vieler Großkonzerne haben gezeigt, dass ein aktiv betriebenes Cash Management wesentlich zum Unternehmenserfolg beitragen kann. Es sichert das laufende Tagesgeschäft, macht Unternehmen hinsichtlich strategischer Vorhaben und Investitionen flexibel, reduziert Kosten, erhöht die Flexibilität und maximiert die Rentabilität von überschüssigen liquiden Mitteln. Darüber hinaus verschafft die Planung der optimalen Unternehmensliquidität kurz- wie mittelfristig die notwendigen Informationen um den Geldmittelbedarf des Unternehmens zu optimieren. Ferner kann unter Cash Management damit die Gesamtheit aller Aktivitäten verstanden werden, die direkt sowie indirekt eine zielgerichtete und aktive Gestaltung der kurzfristigen Finanzplanung eines Unternehmens unterstützen. Besonders in Krisenzeiten zeigt sich die enorme Bedeutung des Cash Managements, weil....

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