



Das japanische Managementmodell - Grundzüge und Bewertung (German Edition)

Christoph Heimer

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Studienarbeit aus dem Jahr 2004 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 2,0, Friedrich-Schiller-Universität Jena (Universität), Veranstaltung: Branchen und Regionen, 18 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Das Ziel dieser Arbeit ist es eine umfassende Einsicht über die Besonderheiten der japanischen Managementmodelle zu geben. Zunächst wird die japanische Wirtschaftsgeschichte kurz erläutert werden, um somit Zugriff und Verständnis für die bestehenden Systeme gewinnen zu können. Im Hauptteil werden diese Besonderheiten zuerst aus makroökonomischer und anschließend aus mikroökonomischer, d.h. betriebsinterner Sicht behandelt. Auf Grund der schwierigen wirtschaftlichen Lage und dem Einfluss der internationalen Gemeinschaft sind die traditionellen Werte und Praktiken in der Zukunft nicht haltbar, so dass ein weiterer Teil der Arbeit darin bestehen wird, die japanischen Managementmodelle im Wandel zu analysieren. Abgeschlossen wird die Seminararbeit mit einem Fazit.



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