Basiswissen Betriebswirtschaft

By Volker Schultz
Genre : Business & Personal Finance

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By : Erika Pamela Santana Elizalde
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The Economist Numbers Guide 6th Edition

By : The Economist
Designed as a companion to The Economist Style Guide, the best-selling guide to writing style, The Economist Numbers Guide is invaluable for everyone who has to work with numbers, which in today's commercially focussed world means most managers. In addition to general advice on basic numeracy, the guide points out common errors and explains the recognised techniques for solving financial problems, analysing information of any kind, forecasting and effective decision making.
Over 100 charts, graphs, tables and feature boxes highlight key points, and great emphasis is put on the all-important aspect of how you present and communicate numerical information effectively and honestly. At the back of the book is an extensive A-Z dictionary of terms covering everything from amortisation to zero-sum game. Whatever your business, whatever your management role, for anyone who needs a good head for figures The Economist Numbers Guide will prove invaluable.

Ideen visualisieren: Charts richtig einsetzen

By: Anita Hermann-Ruess & Max Ott


Психология согласия

By: Роберт Чалдини & ÐлÐ

Если и существует на свете книга, которая может стать причиной экстраординарного рывка в карьере и бизнесе, вы держите ее в руках. Автор «Психологии согласия» Роберт Чалдини, самый цитируемый в мире социальный психолог, много лет, словно тайный агент, внедрялся в отделы продаж крупных корпораций. Он наблюдал за работой лучших из лучших, пока не пришел к неожиданному выводу. Гении переговоров интуитивно пользуются приемами, позволяющими добиться нужного результата, еще до начала процесса убеждения. Только представьте себе, вы получаете согласие руководителя повысить вам зарплату, едва войдя к нему в кабинет. Или заручаетесь поддержкой партнера в рискованном проекте, даже не начав его уговаривать. Или добиваетсяесь от клиента готовности заплатить максимально высокую цену, только-только приступив к переговорам. Это не шутка и не маркетинговая уловка. Это революционная методика, разработанная блестящим ученым и не менее блестящим практиком. В ней вы найдете: 117 воодушевляющих примеров из реальной бизнес-практики и личного опыта автора; 7 принципов, которые раскрывают механизмы влияния и убеждения; 1 грандиозную идею, основанную на многолетних наблюдениях и масштабных социальных исследованиях.

The Challenge Culture

By: Nigel Travis

The executive chairman and former CEO of Dunkin' Donuts and Baskin Robbins reflects on the unique, results-oriented discipline he's developed over decades of leadership, which provides a blueprint for any organization to achieve prosperity. We live in an era in which successful organizations can fail in a flash. But they can cope with change and thrive by creating a culture that supports positive pushback: questioniny everything without disrespecting anyone. Nigel Travis has forty years of experience as a leader in large and successful organizations, as well as those facing existential crisis-such as Blockbuster as it dawdled in the face of the Netflix challenge. In his ten years as CEO and chairman of Dunkin' Brands, Travis fine-tuned his ideas about the challenge culture and perfected the practices required to build it. He argues that the best way for organizations to succeed in today's environment is to embrace challenge and encourage pushback. Everyone-from the new recruit to the senior leader-must be given the freedom to speak up and question the status quo, must learn how to talk in a civil way about difficult issues, and should be
encouraged to debate strategies and tactics—although always in the spirit of shared purpose. How else will new ideas emerge? How else can organizations steadily improve? Through colorful storytelling, with many examples from his own career— including his leadership in turning around the fear-ridden culture of the London-based Leyton Orient Football Club, of which he is part owner— Travis shows how to establish a culture that welcomes challenge, achieves exceptional results, and ensures a prosperous future.

メモの魔力  The Magic of Memos-

By : 桑原和明

La inserción de Uruguay en las economías regionales

By : Alfonso Ramos Inthamoussu

Wisdom at Work

By : Chip Conley

Experience is making a comeback. Learn how to repurpose your wisdom. At age 52, after selling the company he founded and ran as CEO for 24 years, rebel boutique hotelier Chip Conley was looking at an open horizon in midlife. Then he received a call from the young founders of Airbnb, asking him to help grow their disruptive start-up into a global hospitality giant. He had the industry experience, but Conley was lacking in the digital fluency of his 20-something colleagues. He didn't write code, or have an Uber or Lyft app on his phone, was twice the age of the average Airbnb employee, and would be reporting to a CEO young enough to be his son. Conley quickly discovered that while he'd been hired as a teacher and mentor, he was also in many ways a student and intern. What emerged is the secret to thriving as a mid-life worker: learning to marry wisdom and experience with curiosity, a beginner's mind, and a willingness to evolve, all hallmarks of the "Modern Elder." In a world that venerates the new, bright, and shiny, many of us are left feeling invisible, undervalued, and threatened by the "digital natives" nipping at our heels. But Conley argues that experience is on the brink of a comeback. Because at a time when power is shifting younger, companies are finally waking up to the value of the humility, emotional intelligence, and wisdom that come with age. And while digital skills might have only the shelf life of the latest fad or gadget, the human skills that mid-career workers possess—like good judgment, specialized knowledge, and the ability to collaborate and coach— never expire. Part manifesto and part playbook, Wisdom@Work ignites an urgent conversation about ageism in the workplace, calling on us to treat age as we would other type of diversity. In the process, Conley liberates the term "elder" from the stigma of "elderly," and inspires us to embrace wisdom as a path to growing whole, not old. Whether you've been forced to
make a mid-career change, are choosing to work past retirement age, or are struggling to keep up with the millennials rising up the ranks, Wisdom@Work will help you write your next chapter.

**Delivering Alpha: Lessons from 30 Years of Outperforming Investment Benchmarks**

By: Hilda Ochoa-Brillembourg

From a former World Bank Executive and renowned investor—a detailed roadmap to adding consistent, sustainable value to globally diversified portfolios. For many investors, alpha is akin to the Holy Grail. Risk-adjusted returns above benchmarks—alpha—are particularly challenging to achieve even with a sound strategy. Hilda Ochoa-Brillembourg is an expert on alpha. Over the past four decades, she and her team consistently exceeded benchmarks and delivered appreciable value added on their investments. In Delivering Alpha, she reveals the principles and methods employed in her investment strategies, along with insights drawn from her personal life. She shows how timing, market awareness, price, and relative value to the investor are critical drivers of effective investment decisions. Ochoa-Brillembourg also debunks common investment myths that often trip up both new and experienced investors. Delivering Alpha provides practical advice on: • Creating successful decision-making governance to reduce errors and correctly assign responsibilities and incentives • Dealing thoughtfully and effectively with governance challenges • Building the right policy portfolio, specifying desired allocations to each asset class • Structuring asset classes and adding value-oriented or other opportunistic “tilts” • Measuring and managing risks, avoiding common mistakes, and more Light on theory and serious on practice, this book is the culmination of a lifetime’s experience from one of the most successful women in finance. It’s essential reading for investors looking to add sustainable value to globally diversified portfolios.

**2020 Yeni Ekonomi**

By: Erkan Öz

The Basis Set Exchange is developed as a collaboration between the Molecular Sciences Software Institute (MolSSI) and the Pacific Northwest National Lab/Environmental Molecular Sciences Laboratory (PNNL/EMSL). MolSSI is funded by the National Science Foundation, grant ACI-1547580. Primary Developers. The BSE is primarily developed by Benjamin Pritchard and Doaa Altarawy both at MolSSI. Oversight is provided by Theresa Windus. Basis set curation is primarily done by Benjamin Pritchard. EMSL Staff. Members of EMSL that have contributed to the project include 8. The Delegation of Sweden indicated that the bilateral agreements which that country was to conclude with the Federal Republic of Germany and with the Nether-lands mainly served two purposes: first, they provided a legal basis for the cooperation in examination that was already being practised; second, they would allow Sweden to extend protection to eight further ornamental species.Â (ii) in the case of two FEC States, the report could be officially transmitted by one State to the other free of charge (EEC member States have to transmit to the other FEC member States and to the EFC Administration a short description of LhÂ³ registered varieties in the national list of varieties and, on request, other information)