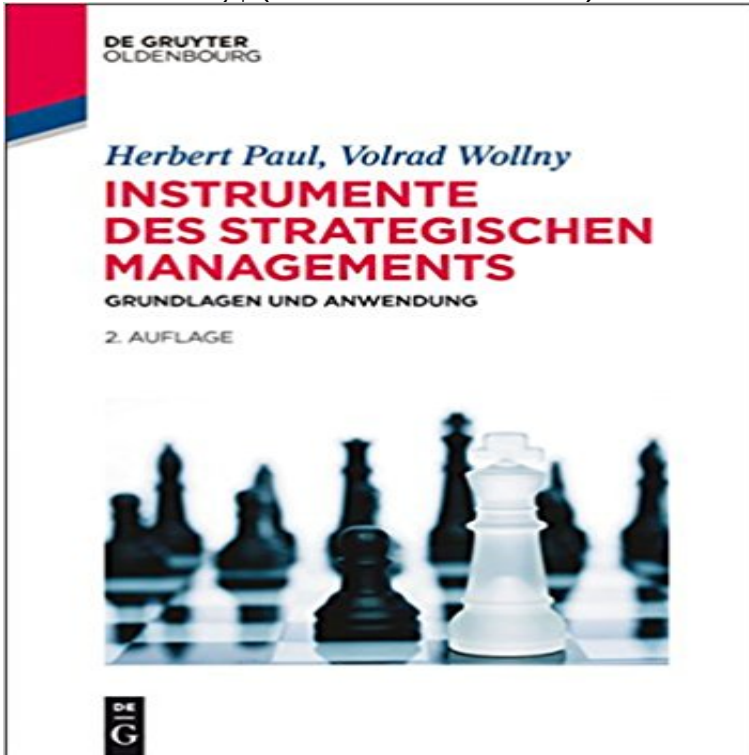


Instrumente des strategischen Managements: Grundlagen und Anwendung (German Edition)



This book includes detailed presentations of the most important strategic management tools and discusses their history and theoretical background. The advantages and disadvantages of each tool are extensively illustrated. The focus is on precise step-by-step instruction so the reader can immediately apply the tool and avoid typical beginners errors in their use and interpretation.

```
window.ue_csm.cel_widgets = [ { id: detail-bullets }, { id: featurebullets_feature_div }, { id: summaryContainer }, { s: #revMHRL > DIV , id_gen: function(elem, index) { return custRev + (index + 1); } }, { id: sims_fbt }, { id: purchase-sims-feature }, { id: session-sims-feature }, { id: quickPromoBucketContent }, { id: productDescription }, { id: technicalSpecifications_feature_div }, { id: prodDetails }, { id: related_ads }, { id: technical-data }, { id: tagging_lazy_load_div }, { id: consumption-sims }, { id: moreBuyingChoices_feature_div }, { id: product-ads-feedback_feature_div }, { id: DActr }, { id: vtpsims }, { c: celwidget }, { id: fallbacksessionShvl }, { id: rhf }, { id: unifiedLocationPopoverSelections } ]; (function(a){var b=document.ue_backdetect;b&&b.ue_back&&a.ue&&(a.ue.bfini=b.ue_back.value);a.uet&&a.uet(be);a.onLdEnd&&(window.ad dEventListener?window.addEventListener(load,a.onLdEnd,!1):window.attachEvent&&window.attachEvent(onload,a.onLdEnd));a.ueh&&a.ueh(0,window,load,a.onLd,1);a.ue&&a.ue.tag&&(a.ue_furl&&a.ue_furl.sp lit?(b=a.ue_furl.split(.))&&b[0]&&a.ue.tag (b[0]:a.ue.tag(nofls)))(ue_csm); var ue_pty=Detail, ue_spty=kics, ue_pti=B0138MKNIK; v (function(g,h){function d(a,d){ var b={};if(!e !f)try{var c=h.sessionStorage;c?a&&(undefined!==(ty peof
```

```

d?c.setItem(a,d):b.val=c.getItem(a):f=1 }catch(g){e=1 }e&&(b.e=1);return      b }var
b=g.ue
{ },a=f,e,c,a=d(csmtid);f?a=NA:a.e?a=ET:(
a=a.val,a      (a=b.oid
NI,d(csmtid,a)),c=d(b.oid),c.e (c.val=c.val
0,d(b.oid,c.val+1)),b.ssw=d);b.tabid=a})(u
e_csm>window);      (function(b,c){var
a=c.images;a&&a.length&&b.ue.count(tot
alImages,a.length)})(ue_csm,document);
(function(m,h){function      I(a){if(a)return
a.replace(/^\//s+      //s+$/g,)}function
x(a,e){if(!a)return { };a.m&&a.m[k]&&(a=a
.m);var      b=e.m      e[k]
,b=a.m&&a.m[k]?b+a.m[k]:a.m&&a.m.tar
get&&a.m.target.tagName?b+(Error
handler invoked by +a.m.target.tagName+
tag):a.m?b+a.m:a[k]?b+a[k]:b+Unknown
error,b={ m:b,f:a.f      a.sourceURL
a.fileName      a.filename
a.m&&a.m.target&&a.m.target.src,l:a.l
a.line      a.lineno
a.lineNumber,c:a.c?+a.c:a.c,s:unknown,t:m
.ue.d(),name:a.name,type:a.type,csm:J+
+(a.fromOnError?onerror:
ueLogError)},d,c,g=0,f=0,n;c=h.location;d
=a.stack      (a.err?a.err.stack:);b[y]=e[y]
c&&c.href      missing;b[p]=e[p]
z;(c=e[q])&&(b[q]=+c);m.ue_ld_err&&h.p
erformance&&h.performance.timing&&(c
=h.performance.timing,f=window.performa
nce&&window.performance.now&&windo
w.performance.timing?window.performanc
e.now()+window.performance.timing.navig
ationStart:+new
Date,b.ld=0l.mxe))){l.ec++;l.ter.push(a);e=e
{ };var b=a[p]      e[p];e[p]=b;e[q]=a[q]
e[q];b&&b!=z      l.ecf++;w(a, e)} }function
w(a,e){if(a){var      b=x(a,e),d=e.channel
M;if(ue.log.isStub&&h[u]&&h[u][v]){var
c={ };c[d]=b;try{var
g=h[u][v]({rid:ue.rid,sid:m.ue_sid,mid:m.u
e_mid,sn:m.ue_sn,reqs:[c]}),f=h l,n;if(n!=(
f[D]&&f[D](E,g))){var      l;if(h[F]){var
k=new
h[F];k.onerror=s;k.ontimeout=s;k.onprogre
ss=s;k.onload=s;k.timeout=0;l=k}else{var
p;if(h[G]){var      q=new
h[G];p=withCredentialsin q?q:void 0}else
p=void
0;l=p }n=l }if(d=n){d.open(POST,E,!0);if(d

```

```
[H])d[H](Content-type,text/plain);d.send(g
)}catch(r){} }else m.ue.log(b,
d,{nb:1});if(!a.fromOnError){g=h.console
{};d=g.error g.log s;c=h[u];f=Error
logged with the Track&Report JS errors
API(http://tiny/1covqr6l8/wamazindeClieU
serJava):
;if(c&&c[v])try{f+=c[v](b)}catch(t){f+=no
info provided; converting to string
failed}else f+=b.m;d.apply(g,[f,b])} } var
G=XMLHttpRequest,F=XDomainRequest,
N=navigator,D=sendBeacon,v=stringify,u=
JSON,p=logLevel,q=attribution,y=pageUR
L,r=skipTrace,H=setRequestHeader,k=mes
sage,s=function(){},E=//+m.ue_furl+
/1/batch/1/OE/,l=m.ue_err,M=m.ue_err_ch
an
jserr,z=FATAL,J=v6,A=20,t=256,L=RegE
xp( (?([^\s]*):( d+): d+ )?.split(
).join(String.fromCharCode(92))),K=/.*(
.*/:/d*/);x[r]=1;C[r]=1;w[r]=1;(function()
{for(var a,e=0;e (function(c,d){var
b=c.ue,a=d.navigator;b&&b.tag&&a&&(a
=a.connection a.mozConnection
a.webkitConnection)&&a.type&&b.tag(net
Info:+a.type)))(ue_csm>window);
(function(c,d){function g(a,b){for(var
c=unknown,d=0;d
ue_csm.ue.exec(function(d,e,a){function
b(a,b){return{name:a,getFeatureValue:func
tion(){return void 0!==(b 0)}}function
h(a,b,c){return{name:a,getFeatureValue:fu
nction(){return b===c 0}}function
g(a,b){return{name:a,getFeatureValue:func
tion(){for(var a=0;a ue._bf.modules.push(
ue._bf.mpm(cc_ie5, 1) )
ue._bf.modules.push( ue._bf.mpm(cc_ie6,
1) ) ue._bf.modules.push(
ue._bf.mpm(cc_ie7, 1) )
ue._bf.modules.push( ue._bf.mpm(cc_ie8,
1) ) ue._bf.modules.push(
ue._bf.mpm(cc_ie9, 1) )
(function(g,b,h){function c(){var
a;a=h.cookie.match(/session-id=([/w//-]+)/
);a=null!==(a?a[1]:null);var
b=ue_sid,c=Date.now?Date.now():(new
Date).getTime();d[a]
(e.log({k:k,t:c,nsid:a,osid:b},f),d[a]=1)}var
k=sbk,f=csm;b=b.navigator.cookieEnabled
?!0:!1;var
e=g.ue,d={};e.log({k:cinf,enbl:b},f);b&&u
```

```
e_sid&&(d[ue_sid]=1,e.attach(beforeunload,c),setInterval(c,1E3)))(ue_csm>window,document);
ue_csm.ue.exec(function(e,f){var a=e.ue{ },b=a._wlo,d;if(a.ssw){d=a.ssw(CSM_previousURL).val;var
c=f.location,b=b?b:c&&c.href?c.href.split(#[0]:void 0;c=(b)===a.ssw(CSM_previousURL).val;!c&&b&&a.ssw(CSM_previousURL,b);d=c?reload:d?intrapage-transition:first-view}elstd=unknown;a._nt=d},NavTypeModule)(ue_csm>window);
var ue_mbl=ue_csm.ue.exec(function(e,a){function k(f){b=f{ };a.AMZNPerformance=b;b.transition=b.transition { };b.timing=b.timing { };if((f=a.webclient&&function===typeofwebclient.getRealClickTime?a.cordova&&a.cordova.platformId&&ios===cordova.platformId?!1:!0:!1)&&b.tags instanceofArray){var c;c=-1!=b.tags.indexOf(usesAppStartTime)b.transition.type?!b.transition.type&&-1
```

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