



Portfolio-Ansätze - Darstellung der Grundlagen (German Edition)

Nicole Mederake

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Studienarbeit aus dem Jahr 2006 im Fachbereich BWL - Allgemeines, Note: 2,0, Verwaltungs- und Wirtschaftsakademie Halle, 11 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: 1 Historie der Portfolio-Analyse

Ursprünglich diente das Portfolio-Konzept ausschließlich dazu, Wertpapier-Portefeuilles zusammenzustellen. Es beschäftigte sich mit finanzwirtschaftlichen Überlegungen, insbesondere damit, Anlagemöglichkeiten für Unternehmen optimal zu kombinieren, mit Hauptaugenmerk auf Gewinn und Risiko. Die Erweiterung des Denkansatzes auf den Zweig der strategischen Marketing- und Unternehmensplanung erfolgte in den 70er Jahren.

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