



Management und Controlling: Instrumente - Organisation - Ziele (German Edition)

Klaus Amann, Jürgen Petzold

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Die Ausgestaltung der Bereiche Management und Controlling haben eine große Bedeutung für den Erfolg unternehmerischer Aktivitäten. Sie rücken dabei zunehmend dichter zusammen und werden in einem Unternehmensführungssystem vernetzt. Wird Controlling als unternehmensinterne Dienstleistung für das Management verstanden, führen Teams aus Managern/innen und Controllern/innen ihre Unternehmen gemeinsam zum wirtschaftlichen Erfolg.

Ziel dieses Buches ist es, die Grundlagen zu beiden Bereichen sowie deren Verzahnung einfach und praxisnah zu vermitteln, wobei Manager/innen als „Kapitäne“ und Controller/innen als „Steuermänner/-frauen“ der Unternehmen gesehen werden.

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