



Management Turnaround: Wie Manager durch Enzymisches Management wieder wirksam werden (German Edition)

Werner Boysen

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„Management Turnaround“ regt Manager dazu an, ihr eigenes Denken und Handeln kritisch zu hinterfragen und vor allem Shareholder Value nicht als Ausgangspunkt, sondern als Ergebnis guten Managements zu betrachten. Diese fundierte und zukunftsweisende Lektüre gibt Managern sowohl Orientierung als auch pragmatische Handlungsempfehlungen für ihr unternehmerisches Engagement. Denn die Hebel aus innovativem und kooperativem Vorgehen sind oft erheblich größer als Kostensenkungshebel.

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