



Controlling von Intangibles: Nicht-monetäre Unternehmenswerte aktiv steuern (Advanced Controlling) (German Edition)

Jürgen Weber, Yvonne Schneider, Lutz Kaufmann

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Viele Unternehmen stellen fest, dass die ausschließliche Betrachtung von quantitativen Unternehmenswerten zur Steuerung und Kontrolle von Unternehmen nicht ausreicht. In Entscheidungssituationen müssen qualitative Daten hinzugezogen werden. Dazu zählen beispielsweise die Organisations- und Kommunikationsstrukturen oder die Reputation eines Unternehmens.

In diesem Band wird auf die hohe Bedeutung intangibler Werte sowie die in der Theorie diskutierten Vorschläge zur Messung und Steuerung von Intangibles eingegangen. Dies dient als Grundlage für die breite Darstellung von Hinweisen und Hilfestellungen für den praktischen Umgang mit Intangibles.

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