



Grenzgänge im Management: Quellen für neue Lösungsansätze (German Edition)

Werner Boysen

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Welche Parallelen lassen sich zwischen dem Triathlon und dem Managen von Unternehmen ziehen? Welche Erkenntnisse für gutes Management können aus der Stauforschung gewonnen werden? Was haben psychosomatische Störungen und managementbedingte Fehlentwicklungen in Unternehmen gemeinsam? Diese und 17 weitere spannende Analogien greift Werner Boysen in seinem Buch auf, um Impulse für ganzheitlich angelegtes, nachhaltiges Management zu geben.

Der Blick über den eigenen Tellerrand hinaus sowie übergreifendes Denken und Handeln werden in einer dynamischen und komplexen Wirtschaftswelt zum wesentlichen Erfolgsfaktor. Neben den betriebswirtschaftlichen Grundlagen und dem sicheren Umgang mit etablierten Methoden der Unternehmensführung zählen Erfahrung und innovative Ideen zum Handwerkszeug eines guten Managers. Dieses Buch bietet interessante Impulse sowie Quellen für neue Ideen im Management und stellt bewährte Kreativtechniken bereit, die das Denken in Analogien anregen.

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