



# **Das Unternehmenscockpit: Erfolgreiches Navigieren in schwierigen Märkten (German Edition)**

*Arnold Weissman, Tobias Augsten, Alexander Artmann*

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Wie es der Unternehmensleitung gelingt, ihre Navigationsinstrumente anzupassen, die Steuerungsqualität zu verbessern und Instrumente zur Krisenprävention einzuführen, zeigt dieses Buch. Es ist von Praktikern für Praktiker geschrieben und schöpft aus einem soliden Erfahrungsschatz konkreter Unternehmensprojekte.

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