



Die Balanced Scorecard als Steuerungsinstrument im Vertrieb (German Edition)

Christian Thoms

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Studienarbeit aus dem Jahr 2007 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: bestanden, Hochschule Niederrhein in Krefeld, 11 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Fast alle Märkte durchlaufen gegenwärtig Entwicklungen, die sich mit den Schlagworten „Individualisierung“ und „erhöhtem Anspruchsniveau“ der Kunden im Hinblick auf die Produkte, den Service und die Betreuung überschreiben lassen. Die extrem gestiegene Wandlungsgeschwindigkeit fordert neben der hohen Anpassungsfähigkeit des Unternehmens auch schnelle betriebswirtschaftliche Entscheidungen.
Diese Arbeit soll die Möglichkeiten der Vertriebssteuerung mit Hilfe der Balanced Scorecard näher betrachten.

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