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Lebensmittelmanagement (German Edition)

Jochen Hamatschek

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Lebensmittelmanagement (German Edition) Jochen Hamatschek
1. Aufl., Aktuelle Herausforderungen im Management souverän meistern: Praxiswissen auf dem Weg zur Führungskraft in der Lebensmittelwirtschaft!

Managementwissen praxisnah als Synthese aus betriebswirtschaftlichen
Kenntnissen, Fachwissen und Wissen um den Markt samt all seinen Teilnehmern.
Das Biotop, in dem ein Manager arbeitet, umfasst den Markt mit allen Zulieferern und Wettbewerbern, die eigene Firma mit ihren Mitarbeitern und Anteilseignern sowie die Gesellschaft mit ihren sozialen, kulturellen und ethischen Ansprüchen. Dem Thema Ethik und der Einhaltung
aller Regeln wird angesichts der sich rasant verändernden
Verbrauchererwartungen viel Raum gegeben.

Dieses Lehrbuch stellt Management unter den Überbau eines philosophischen Gedankengebäudes und wendet sich an zukünftige Führungskräfte insbesondere in der Lebensmittelwirtschaft. Das Unternehmen und seine Menschen werden im Licht der Evolution gesehen. Es thematisiert damit ein neues, vielfach noch ungewohntes
Denken.

Manager zu sein heißt, Unternehmensziele strukturiert mit Hilfe von drei Aktivitäten anzugehen: planen, messen und korrigieren.
- Planen setzt einen Ausgangspunkt und ein davon abgeleitetes Ziel zum Abschluss einer Periode voraus.
- Management ersetzt Bauchgefühl und Zufall durch exaktes Messen aller wichtigen Größen.
- Managen heißt im Falle von Planabweichungen kontinuierliches Korrigieren durch aktives Eingreifen.

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