



Was ist "Unternehmenskultur"? (German Edition)

Oliver Krüger

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Studienarbeit aus dem Jahr 2004 im Fachbereich Psychologie - Arbeit, Betrieb, Organisation und Wirtschaft, Note: 2,3, Bergische Universität Wuppertal (-), Veranstaltung: Berufliche Kompetenzentwicklung, 4 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Das Schlagwort Unternehmenskultur ist zu einem diffusen Sammelbegriff für den Führungsstil, das Erscheinungsbild des Unternehmens nach außen und das Selbstverständnis der Mitarbeiter eines Unternehmens geworden. Obwohl meistens ein ungenaues Bild davon vorherrscht, was genau eine Unternehmenskultur ist, gilt sie gemeinhin für den unternehmerischen Erfolg als wichtig.

Unternehmenskultur umfasst sowohl eine weite Spanne des Verhaltens, als auch Methoden der Produktion, das technische Wissen, die Einstellungen, die Disziplin, Stil der Führung, sowie kaum bewusste Konventionen und Tabus... etc.

In der vorliegenden Arbeit soll daher eine differenzierte Darstellung des Begriffs "Unternehmenskultur" erfolgen, die verschiedene Facetten und Bestandteile umfasst.



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