



BWL für Dummies (German Edition)

By Tobias Amely, Thomas Krickhahn



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"BWL für Dummies" ist eine kompetente, prägnante und umfassende Einführung in die Betriebswirtschaftslehre. Dabei stellen die Autoren die wesentlichen Elemente und Grundbegriffe der Betriebswirtschaftslehre vor und zeigen die Bezüge zur Unternehmenspraxis auf. Folgende Themen werden behandelt: Materialwirtschaft, Leistungsbereitstellung und Produktion, Marketing, Investition und Finanzierung, Unternehmensorganisation und -führung, Rechnungswesen, Controlling.

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