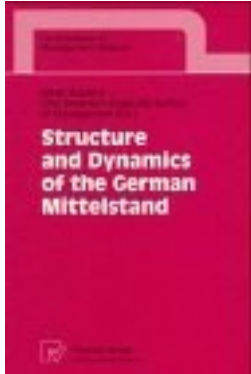


Structure and Dynamics of the German Mittelstand (Contributions to Management Science)



[Structure and Dynamics of the German Mittelstand \(Contributions to Management Science\)_下载链接1](#)

著者:C. Homburg

出版者:Physica-Verlag Heidelberg

出版时间:1998-12-11

装帧:Paperback

isbn:9783790811650

A comprehensive perspective on the German Mittelstand is provided. The authors do not only consider internal management aspects of these companies but also their societal environment. Therefore, four of the nine chapters in the first part of the book are related to the environment of the German Mittelstand while five chapters compiled in the second part focus on different management aspects of Mittelstand companies. Among the topics addressed are organization, marketing management, supply chain and innovation management, and financial management in the Mittelstand. The authors take diverse approaches to studying Mittelstand companies. This book contains mostly qualitative papers, survey-based papers as well as papers based on case studies.

作者介绍:

目录:

[Structure and Dynamics of the German Mittelstand \(Contributions to Management Science\) 下载链接1](#)

标签

评论

[Structure and Dynamics of the German Mittelstand \(Contributions to Management Science\) 下载链接1](#)

书评

[Structure and Dynamics of the German Mittelstand \(Contributions to Management Science\) 下载链接1](#)