

Diversity Management: A Source of Competitive Advantage?



Filesize: 2.21 MB

Reviews

This written publication is wonderful. It really is loaded with knowledge and wisdom You will not really feel monotony at at any time of your time (that's what catalogues are for relating to if you ask me).

(Desmond Becker)

DIVERSITY MANAGEMENT: A SOURCE OF COMPETITIVE ADVANTAGE?



GRIN Verlag GmbH Okt 2013, 2013. Taschenbuch. Book Condition: Neu. 211x144x17 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Business economics - Business Management, Corporate Governance, University of Applied Sciences Essen, language: English, abstract: In today's rapidly evolving business world, it becomes increasingly difficult for companies to maintain or even expand their current market position. Since consumers are aware of their strong bargaining position, markets have evolved from sellers to buyers markets. Focusing on Porter's generic competitive strategies of cost leadership, differentiation or focus is no longer sufficient to ensure a unique selling proposition. The customers no longer choose between product quality or inexpensive product, they expect a high-quality and affordable product. Focusing on the resource-based view strategies like unique resources, skills or competences does not establish a long-lasting success, neither. Additional requirements of the customer, such as customer orientation, environmental consciousness or ethical behavior, and requirements of legislation e.g. human rights act / affirmative action make it difficult for companies to set themselves apart from competitors. Porter's statement stuck in the middle, which had recently emerged as a competitive advantage for some companies, gets back its original meaning, but this time in a different sense. The nexus of industrial organization view and resource based view via SWOT analysis opens new ways to strategy development. The analysis of strengths, weaknesses, opportunities and threats requires that one deals inter alia with the knowledge, skills and potentials of employees. At the same time, however, a change of perspective is crucial. Employees do not only possess specific expertise which benefits to companies. What about the other nonspecific skills and knowledge of employees? What potential have so-called minority groups like people of different culture, different religious beliefs, disabled,...



Read Diversity Management: A Source of Competitive Advantage? Online



Download PDF Diversity Management: A Source of Competitive Advantage?

Relevant eBooks



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Read Book »](#)



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

[Read Book »](#)



Hands Free Mama: A Guide to Putting Down the Phone, Burning the To-Do List, and Letting Go of Perfection to Grasp What Really Matters!

ZONDERVAN, United States, 2014. Paperback. Book Condition: New. 211 x 137 mm. Language: English . Brand New Book. Rachel Macy Stafford s post The Day I Stopped Saying Hurry Up was a true phenomenon on...

[Read Book »](#)



Walking

1st World Library, United States, 2004. Paperback. Book Condition: New. 208 x 134 mm. Language: English . Brand New Book ***** Print on Demand *****.Purchase one of 1st World Library s Classic Books and help...

[Read Book »](#)



A Dog of Flanders: Unabridged; In Easy-to-Read Type (Dover Children's Thrift Classics)

Dover Publications, 2011. Paperback. Book Condition: New. No Jacket. New paperback book copy of A Dog of Flanders by Ouida (Marie Louise de la Ramee). Unabridged in easy to read type. Dover Children's Thrift Classic....

[Read Book »](#)