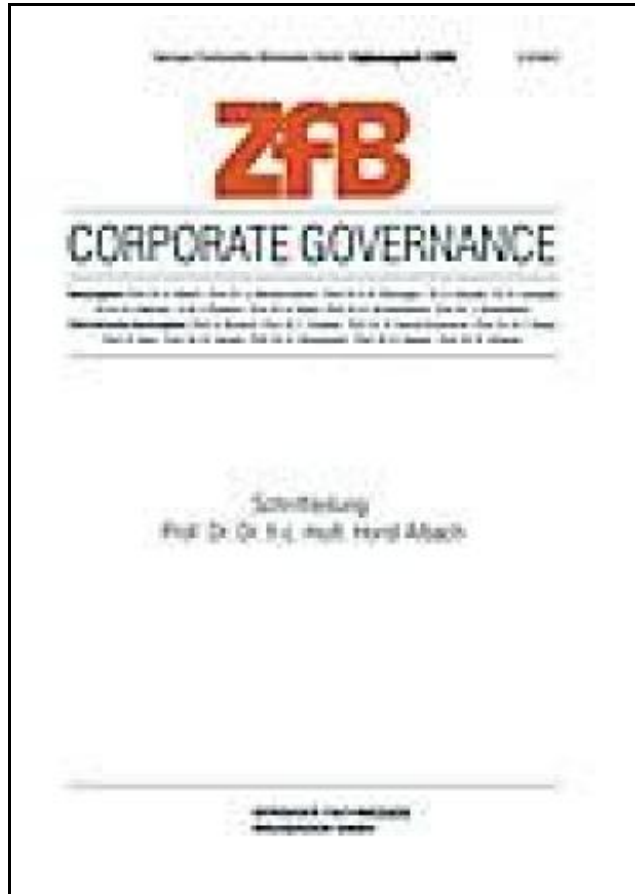


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Gabler Verlag, United Kingdom, 2000. Paperback. Book Condition: New. 2000 ed.. 244 x 170 mm. Language: German . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This paper argues that management practice tends to be standardised on a global scale through an interaction between such practice, management education and research, management publications, and management consulting. It points out how actors in the four fields of management follow each other as a result of evaluation procedures and the examples set by dominant players. Due to the dominance of American models in management education, research, and consulting the globalisation of management is, to a considerable extent, an Americanisation. The reasoning is illustrated by evidence from Scandinavia regarding inspiration for the early business schools, the destinations of study trips, the composition of curricula, and frames of reference for research. Zusammenfassung In dem Beitrag wird die These vertreten, dass sich das Management gegenwartig in einem Prozess der globalen Standardisierung befindet, der durch das Zusammenwirken von Management-Praxis, Management-Ausbildung und Management-Forschung, betriebswirtschaftlichen Veroffentlichungen und Management-Beratung gekennzeichnet ist. Es wird gezeigt, wie die Akteure in vier Bereichen des Management einander als Ergebnis von Evaluationsverfahren und von Vorbildern der Global Players folgen. Wegen der Dominanz amerikanischer Modelle in der Management-Ausbildung, der Management-Forschung und -Beratung bedeutet Globalisierung in beachtlichem Masse Amerikanisierung. Ein Beleg fur diese These liefert Skandinavien. Das wird an den Ursprungen der skandinavischen Handelshochschulen, den Zielen von Studienreisen skandinavischer Wissenschaftler-Gruppen und den Orientierungen fur Forschungs-Agenden nachgewiesen.

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