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GRUNDLAGEN UND BEGRIFFE DES VERTRIEBSMANAGEMENTS



GRIN Verlag Gmbh Aug 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Akademische Arbeit aus dem Jahr 2007 im Fachbereich BWL - Handel und Distribution, Note: 1,3, Berufsakademie Berlin, Sprache: Deutsch, Abstract: If you can t measure it, you can t manage it. Diese Aussage erscheint so aktuell wie vor 15 Jahren, als Norton und Kaplan den ersten Artikel über das Konzept der Balanced Scorecard veröffentlicht haben. Heute...

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- Released at 2014



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