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*Patrick S. Renz, Nikola Böhler*

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Niederlassungen sollten ganzheitlich geführt und gesteuert werden – andernfalls leiden Strategieumsetzung und Kommunikation. Die ganzheitliche Steuerung ist deshalb eine Governance-Aufgabe, die nicht nur im Pflichtenheft des Boards steht, auch Management und Mitarbeiter müssen in ihrem Aufgabenbereich dazu beitragen. In dem Buch werden die sechs Bereiche ganzheitlicher Führung theoretisch und anhand zahlreicher Praxisbeispiele dargestellt und hinsichtlich des Markterfolgs und der Innovationsfähigkeit analysiert. Mit Checklisten für die Umsetzung.

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