



Standortsicherung und Beschäftigungsgarantie: Das Modell von Porsche (German Edition)

G. Dengl

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Deutsche Automobilunternehmen müssen sich dem immer größer werdenden Konkurrenzdruck und dem globalen Wettbewerb stellen. Gewinnbringende Strategien sind oftmals Jobabbau und Einsparungen. Die Standortsicherung in Deutschland gibt bei Porsche den Anlauf für die neue und vierte Baureihe und steht damit im Gegensatz zu den Abwanderungsstrategien anderer deutscher Unternehmen z. B. nach Ostdeutschland. Durch neue Lösungsstrategien gelingt es Porsche die Produktivität ausreichend zu steigern, um eine Beschäftigungsgarantie bis zum Jahre 2010 für die Mitarbeiter auszusprechen.

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