



Grundlagen der Prozessoptimierung in Unternehmen (German Edition)

Susanna Albarran

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Akademische Arbeit aus dem Jahr 2002 im Fachbereich BWL - Controlling, Hochschule für Angewandte Wissenschaften Hamburg, Sprache: Deutsch, Abstract: Um sich gegen die Konkurrenz behaupten zu können, müssen die Unternehmen auf dem heutigen Markt bezüglich Service, Liefergeschwindigkeit und Erfüllung spezifischer Kundenwünsche überdurchschnittliche Leistungen erbringen. Unternehmen erzielen dadurch Wettbewerbsvorteile, indem sie ihre Geschäftsprozesse am Kunden ausrichten und effizient gestalten. Dabei müssen die über Jahre gewachsenen Unternehmensstrukturen und Prozesse in Frage gestellt und ständig optimiert werden, um sich den permanent ändernden Marktbedürfnissen anzupassen.

Die vorliegende Diplomarbeit beschäftigt sich mit den Möglichkeiten zur Optimierung von Prozessen.

Aus dem Inhalt:

Grundlagen der Unternehmenskommunikation

Prozesse und Prozessmanagement

Konzepte zur Prozessoptimierung

Kontinuierliche und radikale Veränderungen



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