



# Wertschöpfung: Instrumente, Methoden und Analysen (German Edition)

*Kurt Nagel*

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## **Wertschöpfung: Instrumente, Methoden und Analysen (German Edition)** Kurt Nagel

Prozesse im Betrieb verbessern und Wertschöpfung erhöhen

Dieses Buch wendet sich an angehende "Geprüfte Betriebswirte/-innen nach der Handwerksordnung" sowie Führungskräfte aus dem Handwerk. Die Ausrichtung ist der Bezug auf die Lehr- und Lernsituationen im Unterricht. Damit wird eine hohe Handlungsorientierung im Unterricht als Ziel fixiert.

Das Thema "Wertschöpfung" ist für Handwerksbetriebe bzw. für Führungskräfte aus einer Vielzahl von Gründen wichtig. Einige davon seien hier genannt:

Eine optimale Wertschöpfung verlangt eine gute Struktur- und Prozessorganisation.

Da ständig Veränderungen in den Umfeldbedingungen gegeben sind, gilt es insbesondere, die Prozessorganisation anzupassen.

Kennzahlen und Messkriterien zur Steuerung der Wertschöpfung helfen, die Wertschöpfung im Betrieb zu optimieren.

Angehende "Geprüfte Betriebswirte/-innen nach der Handwerksordnung" lernen praxisbewährte Ansätze und Schwerpunkte für das Wertschöpfungsmanagement kennen. Führungskräfte überprüfen und verbessern darüber hinaus die Strukturen und Prozesse in ihrem Unternehmen. Das vorliegende Werk "Wertschöpfung" unterstützt sie dabei.

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