



Interne Unternehmenskommunikation in resilienten Organisationen (German Edition)

Ulrike Buchholz, Susanne Knorre

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Aus der Psychologie entlehnt, erobert der Begriff der Resilienz derzeit die Diskussion um das Führungshandeln in Unternehmen. Resiliente Unternehmen zeichnen sich dadurch aus, dass Rückschläge verarbeitet werden können, weil Strukturen und Prozesse flexibel anpassbar sind – ohne die organisatorische Einheit und kulturelle Identität zu gefährden. Verstanden als Teil der allgemeinen Managementlehre, erläutern die Autorinnen die interne Kommunikation in resilienten Organisationen und liefern fundierte Handlungsempfehlungen für deren Umsetzung.

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