



Junge Unternehmen: Charakteristika, Potenziale, Dynamik (German Edition)

Michael J. Fallgatter

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Stark unterschiedliche Entwicklungsverläufe machen die Beschäftigung mit jungen Unternehmen überaus spannend. Bedingt durch diffuse Konkurrenz- und Abnehmerstrukturen, ablehnende Kapitalgeber oder spontane Innovationen kommt es immer wieder zu rasanten Erfolgen oder aber zu raschem Scheitern. Ganz offensichtlich reicht das betriebswirtschaftliche Planungs- und Kontrollinstrumentarium nicht aus, um diese Entwicklungsverläufe zu erfassen. Dementsprechend soll dieses Buch Ansatzpunkte aufzeigen, wie die Charakteristika, Potenziale und Dynamik junger Unternehmen analysiert werden können. Dazu werden Typen junger Unternehmen differenziert und deren jeweils unterschiedliche Entwicklung systematisch beschrieben und erklärt. Ausgehend von unterschiedlichen Theorien und einer Fülle empirischer Studien werden inspirierende Anregungen für eine Auseinandersetzung mit jungen Unternehmen gegeben. Besonderer Wert wird dabei auf die theoretische Fundierung sowie die Einbindung von Fallstudien gelegt.



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