



Die Portfolio-Analyse am Beispiel der BCG-Matrix (German Edition)

Jürgen Weimann

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Studienarbeit aus dem Jahr 2011 im Fachbereich BWL - Controlling, Note: 1,7, Privatuniversität Schloss Seeburg, Sprache: Deutsch, Abstract: Ziel der vorliegenden Studienarbeit ist es, einen Überblick über die Voraussetzungen zu verschaffen. Dazu wird zunächst ein Überblick über den Aufbau und die Möglichkeiten der Portfolio-Analyse gegeben; ebenso werden mögliche Normstrategien dargestellt. Um abschließend bewerten zu können, ob der Einsatz der Portfolio-Analyse in der Gegenwart noch zeitgemäß ist, wird als vertiefendes Beispiel die von der Unternehmensberatung Boston Consulting Group entwickelte BCG-Matrix untersucht.



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