



# Ökologieorientiertes Controlling (German Edition)

*Benjamin Moche*

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## Ökologieorientiertes Controlling (German Edition) Benjamin Moche

Studienarbeit aus dem Jahr 2003 im Fachbereich BWL - Controlling, Note: 2,0, Bergische Universität Wuppertal (Lehrstuhl für rechnergestütztes Controlling), Veranstaltung: Projekt zum Controlling, Sprache: Deutsch, Abstract: Spätestens seit den frühen 70er Jahren des letzten Jahrhunderts ist verstärkt eine öffentliche Diskussion über die Auswirkungen menschlichen Handelns in Bezug auf die Umwelt zu beobachten. Hierbei rückt auch der betriebliche Produktionsprozess in den Fokus des Interesses. So steht nicht mehr nur der Nutzen betrieblicher Produktionsprozesse im Fordergrund, sondern auch seine Umweltwirkungen. Umweltskandale und wachsendes Umweltbewusstsein führen zu einer Sensibilisierung der Öffentlichkeit gegenüber betrieblichen Aktivitäten. Auch unternehmensintern wächst das Verantwortungsbewusstsein und die Einsicht, dass Umweltaspekte existenzsichernde Auswirkungen für die Unternehmung haben.

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