



Konzernmanagement: Strategien und Strukturen (German Edition)

Max Ringlstetter, Benjamin Klein

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Das Management von Konzernen steht vor zahlreichen Herausforderungen, die aus einer organisationstheoretisch geprägten Perspektive behandelt werden müssen. Für die Konzernzentrale bestehen diese Herausforderungen etwa in der Legitimierung ihrer eigenen Existenz durch die Generierung eines Konzernmehrwertes bzw. in der Legitimierung der Existenz des Konzerns gegenüber alternativen Organisationsformen wie kooperativen Zusammenschlüssen von Einzelunternehmen. Dazu kann sich das Management verschiedener Strategien bedienen, die auf die Nutzung von Synergien und Mobilisierungspotentialen zielen. Andere Strategien beziehen sich auf die Gestaltung des Konzernportfolios. Zur Realisierung solcher Strategien bieten sich für die Zentrale verschiedene Ansatzpunkte, die in diesem Buch ausführlich und kompetent behandelt werden.

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