

Study Roland Berger

Corporate Restructuring
Next Generation Supply Chains
The European Dimension of Germany's Energy Transition
The Future of Sales in the B2B Software Industry. The Digitalization of Sales in German small and medium-sized enterprises
Covenants and Third-Party Creditors
Living in a networked world
Management Consulting
Automotive System Integrators: Spiders or flies in the e-Business web?
International E-Business – Building Online Customer Loyalty with Relationship Management
Dictionary for hornists
Quality of Life Impacts Study
Progress in Production Engineering
Innovating at the Top
Wet Feet Insider Guide
25 Top Consulting Firms
Who's who in Germany
Understanding the Showrooming Phenomenon
Making Growth Work
Lieberthal-Rogel Center for Chinese Studies (University of Michigan)
Publications
Deutschland Asia Research Bulletin
Michael Blatz Rosanna Fornasiero Erik Gawel Tim Schick Daniela Matri Eva Geisberger
United Nations Conference on Trade and Development. Programme on Transnational Corporations
Wolfgang Katsch Hans Pizka D. Bader Jens P. Wulfsberg R. Berger Christel Zaubitzer Burkhard Schwenker
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this book provides a current overview and discussion about the meaning of the financing of the companies it discusses the related challenges and provides ways to overcome them the focus is on increasing the company's value the book uses case studies to show how financial restructuring can be implemented in practice thus paving the way for successful expansion the book is written for restructuring professionals

this open access book explores supply chains strategies to help companies face challenges such as societal emergency digitalization climate changes and scarcity of resources the book identifies industrial scenarios for the next decade based on the analysis of trends at social economic environmental technological and political level and examines how they may impact on supply chain processes and how to design next generation supply chains to answer these challenges by mapping enabling technologies for supply chain innovation the book proposes a roadmap for the full implementation of the supply chain strategies based on the integration of production and logistics processes case studies from process industry discrete manufacturing distribution and logistics as well as ict providers are provided and policy recommendations are put forward to support companies in this transformative process

this book addresses the interactions between germany's energy transition and the eu's energy policy framework it seeks to analyze the manifold connections between the prospects of the proclaimed energy union and the future of germany's energy transition and identifies relevant lessons for the transformation at the eu level that can be learned from the case of germany as a first mover of transforming energy systems towards renewables the various repercussions political economic and systemic from the national transition are explored within the eu context as it responds to the german transition taking into account both existing frictions and potential synergies between predominantly national sustainability policies and the eu's push towards harmonized policies within a common market the book's overall aim is to identify the most critical issues in order to avoid pitfalls and capitalize on opportunities

master's thesis from the year 2022 in the subject business economics trade and distribution grade 1.3 european school of business reutlingen language english abstract in addition to an overview of the most relevant trends and the most promising digital methods as well as tools for sales this master thesis will provide

insights into the practical aspects of digital sales a particular focus will be placed on the relevance and influence of digital leadership in the context of necessary change management regarding the digitalization of sales across all industries digitalization leads to sustainable structural changes for companies of all sizes new business models are emerging existing business models are changing fundamentally or are even disappearing altogether hardly any business area is spared from disruptive change therefore also customer management and sales constantly face new challenges and opportunities familiar processes and methods have to be reassessed radically to ensure ongoing success companies have to learn to adapt their customer management to changing requirements they cannot hope that customers will continue to move towards providers as they have in the past this has profound consequences for sales existing processes have to change salespeople have to adapt their skills and competencies to shifting customer expectations and organizations have to review their structures companies that do not address the digital market changes today will not survive in the future in contrast to u s based companies german companies have been hesitant to deal with the digitalization of sales so far business was excellent and sales were continuously successful thus there was little need to change the status quo especially in small and medium sized enterprises smes however the covid 19 pandemic abruptly changed business life the entire sales cycle suddenly needed a redesign from customer acquisition to customer service ultimately the pandemic began to change sales processes in german smes and with that also the mindset towards the digitalization of sales nevertheless companies are still struggling to change the vast number of options for optimizing sales processes seems unlimited which sales processes should companies digitize and which should stay as they are which aspects are critical to the success of effective sales management who should be the initiator and motivator for digitalization measures in sales moreover are the necessary skills and competencies even available

this book adds to the debate on the effects of covenants on third party creditors externalities which have recently become a focus of discussion in the contexts of bankruptcy law corporate law and corporate governance the general thrust of the debate is that negative effects on third party creditors predominate because banks act in their own self interest after systematising the debated potential positive and negative externalities of covenants the book empirically examines these externalities it investigates the banks factual conduct and its effects on third party creditors in germany and the us the study s most significant outcome is that it disproves the

assumption that banks disregard third party creditors interests these findings are then interpreted with the tools of economic analysis particularly with the concept of common pool resources cprs around the aggregated value of the debtor company s asset pool as cpr exists an n person prisoner s dilemma between banks and third party creditors no creditor knows when and under what conditions the other creditor will appropriate funds from the debtor company s asset pool this coordination problem is traditionally addressed by means of bankruptcy law and collaterals however the incentive structure that surrounds the bilateral private governance system created by covenants and an event of default clause a cpr private governance system is found to also be capable of tackling this problem moreover the interaction between the different regulation spheres bankruptcy law collateral and the cpr private governance system has important implications for both the aforementioned discussions as well as the legal treatment of covenants and event of default clauses covenants alone cannot be seen as an alternative to institutional regulation the complete cpr private governance system and its interaction with institutional regulation must also be taken into consideration in addition their function must first find more acceptance and respect in the legal treatment of covenants and event of default clauses the cpr private governance system fills a gap in the regulation of the tragedy of the commons by bankruptcy law and collateral this has particularly important implications for the german 138 bgb 826 bgb and ad hoc duties to disclose insider information

the rapid progress of information technology allows for increasingly powerful software intensive embedded systems machines executing integrated applications connected by and to global networks thus these systems are more and more networked among each other but also with data and services on the internet intelligent solutions originate which gather processes of the living environment by means of sensors and actuators connect them to virtual software worlds and interpret monitor and control these processes in interaction with people in this way so called cyber physical systems evolve a living in a networked world the interlocking applications include smart cities social infrastructures with integrated telemedicine care enhanced connected mobility with fully or semi autonomous driving cars and traffic systems safety security and privacy as well as networked production and the sustainable energy turnaround the integrated research agenda cyber physical systems agendacps provides a comprehensive overview of the capabilities and benefits of the arising cps applications and manifold technological and social

challenges involved the agenda illustrates which value the subject for economy and society has revolutionary applications of cyber physical systems address technological and social trends and needs at the same time they penetrate and interconnect more and more areas of life on the basis of concrete future scenarios essential application domains are shown their analysis reveals which capabilities and technologies form the basis of cyber physical systems and which innovation and possible conflict potential is inherent the agenda cps makes clear which research and action areas are from particular importance in these contexts opportunities but also risks become apparent for germany by cyber physical systems this ist the english translation of the report agenda cyber physical systems finished three years ago as a german acatech project by a german publication

diploma thesis from the year 2001 in the subject business economics customer relationship management crm grade very good university of innsbruck institute for corporate leadership language english abstract 1 1 problem statement for many years successful neighborhood merchants restaurants and pubs had real customer relationships they knew their customers personally understood what they wanted and as best they could satisfied their needs through personalized service as a result they earned loyalty and a large share of their customers business some of the best examples of building customer loyalty can be found in those traditional small businesses now the question arises how customer relationships can be built in the world of e business e business the buying and selling of products and services over the and its impact is comparable with the industrial revolution at the end of the last century after hysteric times of e business startups and well known bursting bubbles the point of disillusion has come some internet companies recognize that traditional business concepts are not necessarily outdated acquiring customers on the international marketplace of e business is enormously expensive and unless those customers stick around and make lots of repeat purchases over the years profit will remain uncertain for lasting success companies have to intensify their efforts towards customer loyalty and customer relationship management without loyalty even the best designed e business model will collapse this leads to the following objective 1 2 objective the objectives of the thesis are to combine the concept of customer loyalty with the characteristics of e business show how companies can build loyalty with customer relationship management 1 3 relevance of the topic 1 3 1 theoretical relevance concerning e business there exists plenty of literature mainly from a technical point of view the drawback is that although loyalty and relationships

are seen as very important factors in the context of international business the question has obtained scarce attention in literature about e business existing studies in this area mainly have descriptive character or try to offer quick fix over optimistic internet solutions which become obsolete pretty fast the contribution of this thesis is to fill that gap and offer a more conceptual systematic as well as critical perspective the thesis transfers the concept of relationship management into the environment of e business points out potential conflicts demonstrates benefits and show ways to increase online customer loyalty 1 3 2 practical relevance

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this book is a collection of eye opening interviews with ceos from major international corporations nokia unilever toyota and bosch are just some of the many included the ceos discuss their innovative approaches to new challenges and opportunities in their business a fascinating insight into the minds of global leaders

vols for 1956 include a separately paged section directory of organizations associations and institutions

master s thesis from the year 2013 in the subject business economics offline marketing and online marketing grade 1 3 university of münster institute for value based marketing course e commerce language english abstract showrooming is a phenomenon that describes a consumer s behavior of collecting information about a product or service in a physical store and purchasing it in an online store afterwards for retailers this behavior can be a major opportunity or thread to give insights into the phenomenon the thesis aims to determine a channel attributes that encourage or deject customers from attending showrooming and b how customer characteristics distinguish showrooming customers from customers who did not purchase online an empirical study collected data of 334 respondents via an online questionnaire 149 showroomers and 185 respondents who did not showroom during a recent product purchase were compared regarding their perceived difference of channel attributes in the offline and the online channel further both groups were compared in various customer characteristics the results of the binary logistic regression reveal that among all observed channel attributes the difference in price service purchase convenience enjoyment and risk perception between the online and offline shop have a significant impact on the likelihood of showrooming

whereas the assortment and after sales services did not show significant impact among the observation of customer characteristics a positive attitude towards free riding towards shopping and retailer loyalty were found to have a significant impact on the showrooming likelihood the internet experience and the level of price consciousness showed no significant impact with the results the thesis supports physical retail stores to adjust the design of channel attributes in order to avoid showrooming behaviors of their customers it also helps retailers to identify customers that are more likely to attend showrooming and target them specifically to prevent them from attending showrooming

growth is the key goal of management in this book we show how companies can grow successfully in the long term the authors present the results of extensive studies carried out by roland berger strategy consultants on the subject of corporate growth and use them as a basis to develop new concepts for sustainable profitable growth the book has illustrative examples and a focus on conceptual considerations

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