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Strategische Herausforderungen und moderne Managementansätze für ein global agierendes Modeunternehmen (German Edition)

Liza Kohl

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Liza Kohl : Strategische Herausforderungen und moderne Managementansätze für ein global agierendes Modeunternehmen (German Edition) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategische Herausforderungen und moderne Managementansätze für ein global agierendes Modeunternehmen (German Edition):

Bachelorarbeit aus dem Jahr 2012 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 2, Hochschule Fresenius; Kouml;n, Sprache: Deutsch, Abstract: In general the upcoming globalization, the integration of web 2.0 into the consumerrrsquo;s daily life and the financial crisis result in new challenges for the economic behavior in every sector. Fashion companies also have to face new challenges today, as a good product does not sell itself, so the sector has to use innovative methods to be successful in the market. Possible starting points for global acting fashion companies, with which help they can face these new challenges shall be displayed in the following text. At first the problem at the actual situation is shown. This includes the market conditions, the global market analysis and the increasing competition. Facing the changes of the customer`s needs, the fashion sector meets different chal-lenges. Afterwards a detailed view of the basic strategic challenges in the fashion sector will be pointed out, which includes financing the company, results of the demographic change, how relevant the creating of a strong brand is, the customersrsquo; needs as a basic marketing method, taking over the corporate social responsibility wanted by the customers, up to the resulting risks and potentials of web 2.0. These strategic challenges are the basis for the following view on selected, effective, efficient and modern strategic management approaches especially for global acting fashion companies. The counts-of-origin-effect, the social mirror of adidas, the expansion of fashion through further functions and taking over social responsibility are being used as factors for promised success. In the final part the results are summarized.