



Organisational Change and Change Management

By Thomas Lippke

Grin Verlag Gmbh Mai 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2011 in the subject Business economics - Business Management, Corporate Governance, printed single-sided, grade: 2,0, University of Applied Sciences Riedlingen, language: English, abstract: Today the environment of organisations like companies, corporations under public law or any other society or association is in motion. The environmental factors are changing and afford more and more attention. Greatest booster of this process is known as globalisation . Globalisation has become the keyword in describing the challenges a company has to take nowadays. In detail this means, that the world market is sticking together. Everything is connected a little bit more every day. There are no separated markets that are split off of being involved in a worldwide competition anymore. So any enterprises, even small business, have competitors all around the world and need to focus on that. This is the development about the competition on one hand. On the other hand there are also different situations than before concerning customers, shareholders, stakeholders, employees, public and ecology. Every group has different interests and issues....

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