

1. Record Nr.	UNINA9910453771103321
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Titolo	Grundlagen der Betriebswirtschaftslehre : Bachelor Kompaktwissen / / Bernd Camphausen (Hrsg.) ; Theo Vollmer [and three others]
Pubbl/distr/stampa	Munchen : , : De Gruyter Oldenbourg, , [2014] ©2014
ISBN	3-11-037020-4 3-11-035493-4
Edizione	[3., uberarbeitete und erweiterte Auflage.]
Descrizione fisica	1 online resource (478 p.)
Classificazione	QP 120
Soggetti	Industrial management Electronic books.
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Inhaltsübersicht und Autoren -- I. Einführung in die Betriebswirtschaftslehre / Vollmer, Theo -- II. Unternehmensführung / Camphausen, Bernd -- III. Rechnungswesen / Jandt, Jürgen -- IV. Investition und Finanzierung / Levin, Frank -- V. Supply Chain Management / Eichler, Bernd -- Sachverzeichnis
Sommario/riassunto	This textbook presents key subject matter in business administration understandably, concisely, and vividly. The material is developed and explained in a clear didactic way. Each chapter of the book constitutes a self-contained presentation of its subject matter and all of the chapters can be understood without prior knowledge of business administration.