

Alexander Berger

Contemporary Development in Business and Management

Beiersdorf

Research Paper
(undergraduate)

Contemporary Development In Business And Management

William G. Dyer



Contemporary Development In Business And Management:

Contemporary Development in Business and Management Alexander Berger, 2011-06 Research Paper undergraduate from the year 2010 in the subject Business economics Personnel and Organisation grade 73% University of Sunderland language English abstract Nowadays the interface of the external and internal environments is of great importance Companies can influence their internal environment but they generally have less influence on the external environment Furthermore the demographic change is challenging most companies On the one hand they have to adjust to the changing customers needs and on the other hand they have to deal with the decline of the workforce on the labour market As an leading international branded consumer goods company Beiersdorf is influenced by external and internal factors in many ways This report is divided into two parts The first part will evaluate the internal and external environment of Beiersdorf On the basis of the Beiersdorf s history development the internal environment will be analysed Furthermore the external environment will be presented within the scope of the PEST analysis and Porter s five forces The second part will show how demographic factors influence Beiersdorf s policies and how the company has responded in the past At the end areas of improvement regarding demographic factors will be proposed

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The Development of Ethics in Modern Business Management Bureau of Personnel Administration (New York, N.Y.),1929

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Recent Economic Changes in the United States Edward Eyre Hunt,1929

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The Digital Challenge Shirin Madon,S Krishna,2018-02-06 This title was first published in 2003 Information and communication technologies ICTs are increasingly being recognized as vital to the economic growth and global inclusion and participation of developing countries This book brings together both academics and practitioners to provide a comprehensive and insightful overview of ICT and development around the world It examines the role of IT in providing new economic and industrial opportunities in increasing access to global information and communication in assisting small cultural and ethnic groups to overcome disadvantages of physical distance and in catalysing initiatives towards democratic decentralization and empowerment of citizens It also critically appraises major problems such as inappropriate focus and resource allocation and of missed opportunities By combining comparative case studies from Africa South and East Asia South America and Eastern Europe with theoretical analysis this volume synthesizes a range of issues related to the evident tensions that exist for developing countries as they try to balance global and local priorities through the adoption and use of ICTs Recent

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