



Praxisorientierte Personalwirtschaftslehre: Wertschöpfungskette Personal (German Edition)

Daniela Eisele, Thomas Doyé

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Aufgrund der Einführung von Bachelor-Studiengängen wurde die 7. Auflage dieses Lehrbuchs vollständig überarbeitet und aktualisiert. Die neue Konzeption folgt den Anforderungen der personalwirtschaftlichen Praxis: Die zentralen Themen werden entlang der Wertschöpfungskette Personal und damit aus operativer und strategischer Perspektive behandelt.

Mit dieser Struktur sowie ergänzenden Mind-Maps, Aufgaben und Kontrollfragen ist das Werk insbesondere für betriebswirtschaftliche Studiengänge vom Bachelor bis zum berufsbegleitenden MBA geeignet. Der komprimierte Überblick sowie interessante Best-practice-Beispiele machen das Buch darüber hinaus auch für gestandene Praktiker attraktiv.

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