



Chancenmanagement in der Krise (German Edition)

Gerhard Seidel

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Störungen und Krisen gehören zum Alltag des unternehmerischen Daseins und stellen die Führungskräfte und Mitarbeiter ständig vor neue Herausforderungen. Das vorliegende Buch handelt auch von Unternehmenskrisen, doch wurden diese nicht durch eigene Fehler ausgelöst, sondern durch einen möglichen weltweiten Crash. Eine drohende Weltwirtschaftskrise hat andere Dimensionen. Nicht nur, weil sie unverhofft kommen kann und die meisten Unternehmen gleichzeitig trifft, sondern auch, weil sie vielleicht jahrelang dauert und es immer schlimmer wird, bis endlich der Aufschwung kommt. Doch dies sind die negativen Aspekte, die Scheinriesen der Krise. Viel wichtiger ist die Konzentration auf die möglichen Chancen, die darin begründet liegen. Der Leser erfährt, wie man die Wahrscheinlichkeit und die Intensität von Chancen richtig einschätzt und erfolgreich umsetzt. Der Autor macht deutlich, warum es einfacher und kostengünstiger ist, eine Krise zu verhindern bzw. zu mildern, als sie zu bewältigen. Er zeigt Methoden auf, mit denen die Bedrohungen eines möglichen Crashes auf Wahrscheinlichkeit und Intensität hin geprüft und daraus wertvolle Rückschlüsse für das eigene Unternehmen gezogen werden können. Chancenmanagement in der Krise gibt konkrete Hilfestellungen, Impulse und Ideen, die unternehmerische Zukunft zu gestalten und sie nicht zu ertragen. Nur wer sensibilisiert ist, sich kümmert und rechtzeitig vorsorgt, kann diese Zeit zum qualitativen und quantitativen Wachstum nutzen und hat den Wettbewerbsvorteil auf seiner Seite.

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