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Sabine Rinauer Key Account Controlling in der pharmazeutischen Industrie Aktuelle Herausforderungen und L sungsans tze Mit einem Geleitwort von Univ.-Prof. Dr. Louis Velthuis <http://oglaszaj.eu/Key-Account-Controlling-in-der-pharmazeutischen-Industrie.pdf>

Key Account Controlling in der pharmazeutischen Industrie

Die Herausforderung des Gesundheitssystems der Zukunft besteht in einer qualitativ hochwertigen Bedarfsdeckung bei gleichzeitiger Kostenregulierung. Um bei steigender Lebenserwartung, zunehmend chronischen Krankheiten und medizinischem Fortschritt einen drastischen Anstieg der Kosten zu vermeiden

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Key Account Controlling in der pharmazeutischen Industrie

Sabine Rinauer untersucht die komplexe Verkn pfung von Markt, Unternehmen, Pr paraten, Key Accounts und Controlling-Instrumenten und zeigt auf, inwieweit die forschende pharmazeutische Industrie den aktuellen Herausforderungen mit ad quater Gestaltung und Controlling des Key Account Managements erfolgreich begegnen kann.

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Key Account Controlling in der pharmazeutischen Industrie

Key Account Controlling in der pharmazeutischen Industrie Aktuelle Herausforderungen und L sungsans tze. Autoren: Rinauer, Sabine

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Key Account Controlling in der Pharmazeutischen Industrie

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Key Account Controlling in der pharmazeutischen Industrie

Neue praxistaugliche Instrumente zur Entscheidungsunterst tzung und Verhaltenssteuerung im pharmazeutischen Key Account Management werden ben tigt. Dr. Sabine Rinauer promovierte bei Prof. Dr. Louis Velthuis an der Universit t Mainz.

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Dissertationsprojekte Lehrstuhl f r Controlling

Titel: Key Account Controlling in der pharmazeutischen Industrie - Aktuelle Herausforderungen und L sungsans tze (Betreuer: Prof. Dr. Louis Velthuis) Prof. Dr. Bernd Giezek

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