



**Logistik als Erfolgspotenzial - The power of logistics: Von der Strategie zum logistischen Businessplan - From strategy to logistics business plan - ... (German and English Edition)**

*Martin Göbl, Andreas Froschmayer*

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Logistik hat eine herausragende Bedeutung für den Unternehmenserfolg erlangt. Bisher hat sich jedoch noch kein eindeutiges Verfahren etabliert, das den Wertbeitrag logistischer Entscheidungen deutlich macht. Das Buch soll diese Lücke schließen. Dazu werden alle wertschöpfenden Einflussbereiche beschrieben und ein logistischer Businessplan entwickelt. Ein Fallbeispiel gibt Anregungen zur Übertragung auf die jeweilige Unternehmenssituation. Mit der zweisprachigen Darstellung (Deutsch-Englisch) kann dieses Buch in weltweit tätigen Unternehmen und als Lehrmaterial für international ausgerichtete Studiengänge eingesetzt werden.

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