



Sozio-Controlling im Unternehmen: Das Management erfolgsrelevanter sozial-gesellschaftlicher Themen in der Praxis (German Edition)

Frank Dubielzig

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Frank Dubielzig entwickelt mit dem Sozio-Controlling einen Ansatz, der es Unternehmen erlaubt, erfolgsrelevante sozial-gesellschaftliche Themen zu überwachen, zu messen, zu kommunizieren und zu steuern. Für die einzelnen Module wie Planung, Kontrolle und Informationsversorgung werden die jeweils relevanten Aufgaben, Akteure und Methoden vorgestellt und anhand eines Fallbeispiels illustriert.

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