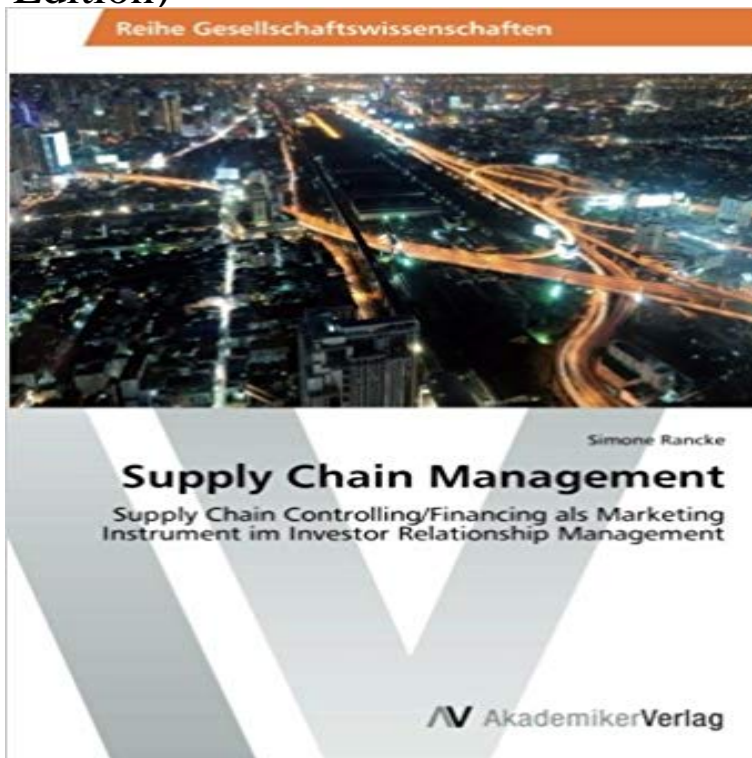


Supply Chain Management: Supply Chain Controlling/Financing als Marketing Instrument im Investor Relationship Management (German Edition)



Im Rahmen der fortschreitenden Globalisierung setzen internationale Konzerne nicht nur ihre Produkte weltweit ab, sondern erstellen diese in globalen Netzwerken. Darüber hinaus findet in börsennotierten Konzernen die Einwerbung von Kapitaleinlagen durch Investoren auf dem gesamten Globus statt. Das Supply Chain Management beruht auf einem unternehmensübergreifenden Strategieansatz, der die Ziele und Methoden des Business Reengineering, Lean Managements und Total Quality Managements beinhaltet und auf die gesamte Wertschöpfungskette des Unternehmens und deren Partner überträgt. Der unmittelbare Zusammenhang zwischen operativen Prozessoptimierungen und deren finanziellen Einfluss auf das Working Capital des Unternehmens stellt einen zentralen Faktor im Investor Relationship Management dar. Die Kapitalmarktkommunikation und die Aktivitäten des Unternehmens zur Steigerung des Shareholder Values werden somit gezielt als Marketing Instrument eingesetzt.

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