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Management der Nachhaltigkeitskommunikation Michael Bärker

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dieses buch bietet eine fundierte einföhrung in die strategische verknöpfung von nachhaltigkeitsmanagement und kommunikation denn kommunikation spielt von beginn an eine entscheidende rolle öber die regulatorische berichtspflicht hinaus wird praxisnah beleuchtet wie unternehmen durch ein veröndertes verstöndnis von kommunikation die transformation zu mehr nachhaltigkeit ermöglichen und zugleich wertschöpfung sowie nutzen für stakeholder stärken neben theoretischen grundlagen erläutert der autor wie unternehmensföhrung nachhaltigkeitsmanagement und unternehmenskommunikation systematisch zusammenarbeiten müssen um die herausforderungen der nachhaltigen entwicklung zu bewöltigen dabei werden neuere föhrungskonzepte und managementmethoden sowie erkenntnisse der sozialpsychologie integriert interviews mit expert innen liefern wertvolle einblicke aus der praxis ein werk für praktiker innen die nachhaltigkeit wirksam gestalten wollen und für studierende die erfahren möchten was kommunikation dafür leisten kann

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