



# Schnittstellen von Marketing und Controlling (German Edition)

*Yildiz Fluksik*

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## **Schnittstellen von Marketing und Controlling (German Edition)** Yildiz Fluksik

Studienarbeit aus dem Jahr 2005 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,3, Hochschule für Angewandte Wissenschaften Hamburg (Studiengang Bibliotheks- und Informationsmanagement), Veranstaltung: Management, Sprache: Deutsch, Abstract: Beim Marketing-Controlling weisen sich Querschnittsfunktionen zu anderen Unternehmensbereichen auf, die für die Optimierung der Unternehmenszielereichung von großem Vorteil sein können, wenn sie gekonnt eingesetzt werden. Durch die Berücksichtigung der Schnittstellenbeziehungen von Marketing und Controlling können umfangreiche Informationen generiert und entsprechend an die marketingbezogenen Erfordernisse angepasst werden.

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