



Prozessmanagement (German Edition)

Andreas Lackner

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Studienarbeit aus dem Jahr 2006 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1, Campus02 Fachhochschule der Wirtschaft Graz, 6 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: „Prozessmanagement heißt Denk- und Verhaltensweise, Methoden und Werkzeuge, Organisation und Management für ein effektives Angebot und eine effiziente, organisationsübergreifende Leistungserstellung zur Erfüllung dauerhafter Kundenwünsche.“

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