



Methoden der Standortanalyse (Geowissenschaften kompakt) (German Edition)

Matthias Ottmann, Stephan Friedrich Lifka

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Worauf muss man achten, wenn man eine Standortanalyse durchführen möchte? Wie kann man Standortfaktoren gewichten und bewerten? Das vorliegende Buch beantwortet Fragen wie diese und bietet eine branchenübergreifende Anleitung für das systematische Bearbeiten von Standortentscheidungen. Der Aufbau orientiert sich am Ablauf einer Standortanalyse und fasst für den Leser die wesentlichen Gesichtspunkte der einzelnen Arbeitsschritte konkret zusammen. Neben den gebräuchlichsten Ansätzen der Unternehmenspraxis werden auch eher unbekannt Methoden aus der Wissenschaft vorgestellt und anhand einfacher praxisorientierter Rechenbeispiele veranschaulicht. 'Methoden der Standortanalyse' ist didaktisch klar aufbereitet und eignet sich als praxisorientierte Einstiegslektüre für Studierende der Wirtschafts- und Raumwissenschaften, die sich mit der Theorie und der praktischen Gestaltung von Standortentscheidungen beschäftigen, ebenso wie als Nachschlagewerk für die Unternehmenspraxis.

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