



# Corporate Governance: Strategische Marktrisiken, Controlling, Überwachung (German Edition)

*Karsten Paetzmann*

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Seit den 1990er Jahren werden weltweit Standards zur Verbesserung der Unternehmensführung diskutiert und in Empfehlungen oder Rechtsnormen gegossen. Ziel der Corporate Governance ist es, die Rationalität der Unternehmensführung zu erhöhen und insbesondere die Erkennung und Handhabung von Risiken zu verbessern. Anhand von Fallstudien zeigt der Autor, dass die Risiken des Marktumfeldes zwar eine herausragende Rolle spielen, dass die Unternehmensführung aber der Dualität des Marktumfeldes, also den Chancen und Risiken, Rechnung zu tragen hat.

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