

Hans-Erich Müller



Unternehmensführung

Strategien – Konzepte – Praxisbeispiele



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Abstract in English

An New Integrated Approach to Strategic Management

Compared to mainstream textbooks there is an innovative approach here: Every topic is regarded from opposing perspectives to get a more comprehensive insight on strategic management.

Issues are leadership, corporate governance, profit and responsibility, risk management, business, corporate and network level strategies, organizational design, innovation and change management and international strategy and organization.

More than 50 short cases about Adidas, Apple, BMW, Google, Ikea, Lufthansa and other companies are illustrating how successful leaders win through integrative thinking.

Dr. Hans-Erich Mueller is a professor for management and organization at Berlin School of Economics and Law. He has a broad industry experience as a consultant.

Contact: hem@hemueller.de