



Rationalität von Make-or-buy-Entscheidungen in der Produktion (Schriften des Center for Controlling & Management (CCM)) (German Edition)

By Christof Irle

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Christof Irle beleuchtet Rationalitätsdefizite und deren potenzielle Ursachen entlang eines umfassenden Make-or-buy-Entscheidungsprozesses. Die empirische Überprüfung der Problemfelder im Maschinen- und Anlagenbau mittels Fallstudien zeigt Handlungsfelder sowie relevante Kontextfaktoren auf.

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Editorial Review

From the Back Cover

Insbesondere für Industrieunternehmen sind produktionsbezogene Make-or-buy-Entscheidungen auf Grund ihrer unmittelbaren Erfolgswirksamkeit und des Einflusses auf die langfristige Wettbewerbsfähigkeit von hoher Bedeutung. Dies spiegelt sich nicht zuletzt in einer Vielzahl von Empfehlungen für Praktiker wider. Gleichwohl liegen kaum empirische Erkenntnisse hinsichtlich unterschiedlicher Problemfelder in der Unternehmenspraxis vor. Vor diesem Hintergrund beleuchtet Christof Irle Rationalitätsdefizite und deren potenzielle Ursachen entlang eines umfassenden Make-or-buy-Entscheidungsprozesses. Die empirische Überprüfung der Problemfelder im Maschinen- und Anlagenbau mittels Fallstudien zeigt Handlungsfelder sowie relevante Kontextfaktoren auf.

About the Author

Dr. Christof Irle promovierte bei Prof. Dr. Dr. h. c. Jürgen Weber am Lehrstuhl für Controlling und Unternehmenssteuerung der WHU Otto Beisheim School of Management.

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