



Motive für Unternehmenstransaktionen (German Edition)

Stephan Sauer

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Studienarbeit aus dem Jahr 2001 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,7, Universität Augsburg (Lehrstuhl für Betriebswirtschaftslehre insb. Wirtschaftsprüfung und Controlling), Veranstaltung: Hauptseminar - M&A als Instrument einer wertorientierten Strategie, Sprache: Deutsch, Abstract: Ausgangssituation

Die Vielzahl der in der jüngsten Vergangenheit aufgetretenen Unternehmenstransaktionen legt den Schluß nahe, daß sich die Unternehmen mit veränderten Bedingungen konfrontiert sehen. Diese beruhen dabei auf Veränderungen des Unternehmensumfeldes, auf Veränderungen, die in den Unternehmen zu suchen sind, und schließlich auf Veränderungen des Marktes für Unternehmenskäufe und –verkäufe. Die nachstehenden Ausführungen zur Ausgangssituation lehnen sich an JANSEN an.(1)

[...]

1 Vgl. JANSEN, S. A. (2000), S. 1 ff.

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