



Management industrieller Produktpiraterie: Grundlagen und Überblick (essentials) (German Edition)

Oliver Kleine

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Das Phänomen der Produktpiraterie als existenzbedrohendes Risiko im Allgemeinen ist heute ebenso unbestritten wie dessen faktischer Einfluss auf den industriellen Wettbewerb im Besonderen.

Dementsprechend muss das systematische Management dieses

Unternehmensrisikos heute Gegenstand der strategischen Planung und Steuerung sein. Während früher noch die mangelnde Verfügbarkeit konkreter Schutzmaßnahmen sowie Schwierigkeiten bei deren Umsetzung als maßgebliche Ursache für den fehlenden Bekämpfungserfolg herangeführt werden konnten, scheint heute ein besseres Verständnis in Bezug auf die wettbewerbliche Problematik der Produktpiraterie ein wesentlicher Schlüssel zur Verbesserung der Planungssituation zu sein. Oliver Kleine liefert einen einführenden, aber ganzheitlichen Überblick zu den im Rahmen des Managements industrieller Produktpiraterie relevanten Sachverhalten.

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