
Marketing Review St Gallen

the keys to rethinking corporate philanthropy - 50 mit sloan management review fall 2005 but to what extent should corporate philanthropy be related to a company's core business? from an ethical perspective, is it **building and managing strategic alliances in technology ...** - 1 abstract in this article, we critically review the current literature on alliance formation and management with a particular emphasis on small businesses, and on managerial implications for start-up enterprises. **prof. dr. waldemar pelz**
führungskräfteentwicklung - führungskräfteentwicklung ■■■prof. dr. waldemarpelz nr. 3 methode persönliche interviews mit 34 geschäftsführern von „hidden champions“

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