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Socially Responsible Fundsmanagement

By Oliver Terasa

Grin Verlag. Paperback. Condition: New. 104 pages. Dimensions: 10.4in. x 7.4in. x 0.2in. Diplomarbeit, die am 13. 06. 2003 erfolgreich an einer Fachhochschule in Deutschland im Fachbereich Wirtschaft eingereicht wurde. Problemstellung: Die Anlage des Kapitals unterliegt im Rahmen der klassischen Finanzanalyse den Kriterien Rendite, Sicherheit und Liquiditt. Abhngig von ihren jeweiligen Pfrferenzen bei der Anlage des Geldes gewichten Investoren diese unterschiedlich stark. In jngster Zeit ist aber verstrkt die Erweiterung des Kriterienkatalogs um eine vierte Dimension zu beobachten: die Mittelverwendung. Die aktuelle Diskussion ber das Thema nachhaltige Entwicklung, also die gleichberechtigte Bercksichtigung kologischer, sozialer und konomischer Belange in allen Bereichen des gesellschaftlichen Lebens, fand auch Eingang in die Anlage des Kapitals. Der Druck der ffentlichen Meinung und der Investoren veranlasste immer mehr Unternehmen, das Thema soziale Verantwortung in Geschftsberichten oder gar in separaten Nachhaltigkeitsberichten aufzugreifen, Unternehmenskulturen neu zu definieren und den Dialog mit den verschiedenen Anspruchsgruppen (Stakeholdern) zu suchen. Anthony Burgsman, CEO Unilever You cannot build shareholder value at the expense of society, otherwise society will eventually destroy your shareholder value. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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