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*Matthias Jahnke*

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Studienarbeit aus dem Jahr 2010 im Fachbereich BWL - Personal und Organisation, Note: 1,7, AKAD-Fachhochschule Leipzig, Sprache: Deutsch, Abstract: Die demografische Entwicklung in unserer Gesellschaft zeigt immer deutlicher, wie wichtig die Ressource Mensch (Human Ressource) in einem Unternehmen ist und welchen Stellenwert sie in der Zukunft einnimmt. Obwohl das Personalmanagement innerhalb der Betriebswirtschaft in den letzten Jahren mit einem stärkeren Fokus betrachtet wird, bleibt das „Humanvermögen“ immer noch ein völlig unterschätzter Produktionsfaktor.

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