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Case Study Harley Davidson - Strategie einer Legende (German Edition) Maria Pinwinkler Studienarbeit aus dem Jahr 2006 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,0, Universität Salzburg (Sozial- und Wirtschaftswissenschaften), Veranstaltung: Proseminar: Organisation, Personal und Management, 5 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die vorliegende Analyse wurde - soweit möglich - anhand der im Proseminar erlernten Methoden und Verfahren durchgeführt. Die verwendeten bzw. beschriebenen Daten stammen aus publizierten Studien und Unternehmensberichten von Harley Davidson, welche sowohl über das Internet als auch von sonstigen Medien und öffentlichen Institutionen generiert wurden. Die Arbeit teilt sich im Wesentlichen in drei Bereiche, wobei sich der erste Teil mit der strategischen Zielplanung beschäftig, im zweiten Teil auf die strategische Analyse näher eingegangen wird und der dritte Teil die Phase der Strategieformulierung beinhaltet. Abschließend sollen anhand der erarbeiteten Ergebnisse umfassende strategische Handlungsempfehlungen für die Zukunft erstellt werden.

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