



Lieferantenmanagement bei der Siemens AG (German Edition)

Doreen Schmidt

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Studienarbeit aus dem Jahr 2003 im Fachbereich **BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media**, Note: 2.0, Fachhochschule für Wirtschaft Berlin (-), Veranstaltung: **Marketing in speziellen Branchen: Business to Business**, Sprache: Deutsch, Abstract: Anmerkungen: Dieses Referat behandelt das Lieferantenmanagement. Im speziellen die Form der Lieferantenbeurteilung, der Siemens AG. Die Ausarbeitung bezieht sich vorwiegend auf die Literatur „Handbuch industrielles Beschaffungsmanagement“ von Hahn/ Kaufmann.

1. Einleitung

Dieses Referat behandelt das Lieferantenmanagement. Im speziellen die Form der Lieferantenbeurteilung, der Siemens AG. Die Ausarbeitung bezieht sich vorwiegend auf die Literatur „Handbuch industrielles Beschaffungsmanagement“ von Hahn/ Kaufmann. Das Lieferantenmanagement der Siemens AG ist besonders interessant, da diese hat im Jahr 2000 ihr vorhandenes Lieferantenmanagement überdacht und neu organisiert hat. Somit gewinnt man einen guten Einblick in den Neuaufbau eines Supply-Chain-Managements und die Handhabung im täglichen Arbeitsablauf.

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