



Mitarbeitermotivation durch Kommunikation (German Edition)

Holger Schmidt

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Akademische Arbeit aus dem Jahr 2004 im Fachbereich BWL - Personal und Organisation, Note: 2,3, Hochschule Bremen (Fachbereich Wirtschaft), Sprache: Deutsch, Abstract: Die erfolgreiche

Zusammenarbeit von Mitarbeitern in einem Unternehmen oder Konzern hängt im Wesentlichen von deren Kommunikation ab. Hierbei handelt es sich allerdings nicht nur um die Weitergabe von Informationen seitens des Unternehmens, sondern in erster Linie um die Aufbereitung von Informationen und die besonders wichtige interpersonelle Kommunikation auf und zwischen allen Ebenen des Betriebes. War der Führungs- und damit auch Kommunikationsstil in den Unternehmen in der Vergangenheit meist geprägt durch Überlegenheit, Autorität, direktives Verhalten und Durchsetzungsvermögen, werden heute völlig neue Anforderungen an das Management gestellt. Die Selbstverantwortung der Mitarbeiter soll mittlerweile ebenso gefördert werden wie die Freisetzung der Kreativität.

In dieser Arbeit werden sowohl die Medien der betrieblichen Kommunikation als auch die Rolle der Führungskräfte und das Konzept der Integrierten Kommunikation behandelt.

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