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### **Strategisches Marketing Controlling f r KMU Basis f r**

Das durch Komplexit t und Dynamik gekennzeichnete Umfeld im europ ischen Binnenmarkt zwingt Unternehmen, sich verst rkt strategischem Denken und Handeln zuzuwenden, um konkurrenzfhig zu bleiben. Auf der Basis einer in sterreich durchgef hrten qualitativen Feldstudie entwickelt Kurt Gaubinger

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Auf der Basis einer in Osterreich durchgefuehrten qualitativen Feldstudie entwickelt Kurt Gaubinger ein System zum strategischen Marketing-Controlling, das auf die Anforderungen mittelstandischer Fertigungsbetriebe abgestimmt ist.

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