



PEST - Analyse am Praxisbeispiel Spanien (German Edition)

Sebastian Trautmann

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Studienarbeit aus dem Jahr 2009 im Fachbereich BWL - Controlling, Note: 1,0, Fachhochschule der Wirtschaft Bergisch Gladbach, Sprache: Deutsch, Abstract: Das Ziel dieser schriftlichen Ausarbeitung ist es, die PEST-Analyse vorzustellen und an einem praktischen Beispiel anzuwenden.

Zunächst wird der Begriff „PEST“ definiert in dem die einzelnen Bestandteile Political, Economical, Sociological und Technological genauer beschrieben werden. Anschließend wird die PEST-Analyse am praktischen Beispiel „Spanien“ angewendet. Schließlich wird ein Fazit zu dieser Ausarbeitung abgegeben.

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