



# Evaluation Strategischer Instrumente Zur Geschäftsmodellanalyse (German Edition)

*Matthias Phul*

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Bachelorarbeit aus dem Jahr 2011 im Fachbereich BWL - Unternehmensgründung, Start-ups, Businesspläne, Note: 2,0, Universität Trier (Professur für Organisation und Strategisches Management), Sprache: Deutsch, Abstract: Da Geschäftsmodelle die „[...] Essenz einer Theorie der Firma [...]“ (Knyphausen-Aufseß, Dodo zu / Meinhardt, Yves (2001) darstellen, ist eine genaue Bestimmung und Analyse dieser Modelle unerlässlich, um das unternehmerische Ziel der Gewinnmaximierung zu erreichen. Im Zuge dieser Bestimmung wurde von zu Knyphausen-Aufseß und Meinhardt eine Definition und Systematisierung von Geschäftsmodellen entwickelt. Aufbauend auf diesem Ansatz nimmt die vorliegende Arbeit eine Evaluation der strategischen Instrumente zur Analyse von Geschäftsmodellen vor.

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