



Strategiebegriff und Radikaler Konstruktivismus (German Edition)

Anne Bender

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Studienarbeit aus dem Jahr 2002 im Fachbereich Medien / Kommunikation - Theorien, Modelle, Begriffe, Note: 1,0, Universität der Künste Berlin (Fakultät Gestaltung), Veranstaltung: Seminar: Kommunikation und Strategie, 10 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Das Thema Radikaler Konstruktivismus bzw. der Strategiebegriff werden in dieser Arbeit anhand folgender Fragestellung näher erläutert: „Wenn sich jeder seine Wirklichkeit in jedem Augenblick selbst konstruiert, wie kann es dann möglich sein, daß in einer Organisation strategisch geplant werden kann ?“

Innerhalb dieser Fragestellung werden die Begriffe, Radikaler Konstruktivismus, Systemtheorie, Kommunikation, Strategie und Strategiebegriff jeweils eingeführt und kurz erläutert. Aufbauend auf diesen Erläuterungen entsteht eine These, die der Versuch ist, oben stehende Fragestellung zu beantworten.

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