



Talent Management. Grundlagen und Voraussetzungen (German Edition)

Marc Altrock

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Akademische Arbeit aus dem Jahr 2009 im Fachbereich BWL - Personal und Organisation, Note: 1,7,
Technische Universität Kaiserslautern (Zentrum für Fernstudien und Universitäre Weiterbildung), Sprache:
Deutsch, Abstract: Das mit einem Talent Management verfolgte Ziel ist kein geringeres, als die
Zukunftsfähigkeit eines Unternehmens in Zeiten der Globalisierung und des gestiegenen Wettbewerbsdruck
sicherzustellen. Unternehmen, die darüber hinaus in einer Branche agieren, die eine hohe Marktdynamik
aufweist, benötigen im Hinblick auf den stetig steigenden Bedarf an Talenten, High-Potentials oder
zumindest an hochqualifizierten Mitarbeitern, wirkungsvolle Personalinstrumente, um die Gewinnung,
Identifizierung, Förderung und Bindung dieser zu ermöglichen und hieraus bestenfalls Wettbewerbsvorteile
zu generieren.
Zielsetzung dieser Arbeit ist es, dem Leser einen Überblick über Grundlagen und Voraussetzungen eines
Talent Management Konzeptes zu geben.

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