



Baumol und die "Kostenkrankheit" (German Edition)

Bastian Garnitz

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Studienarbeit aus dem Jahr 2010 im Fachbereich BWL - Personal und Organisation, Note: 1,3, Brandenburgische Technische Universität Cottbus, Sprache: Deutsch, Abstract: Die Aufgabe der Studienarbeit besteht in der Darstellung und Aufbereitung der Entwicklung der Kostenkrankheit von WILLIAM J. BAUMOL. Des Weiteren erfolgt eine Darstellung der Informations- und Kommunikationstechnologien unter Berücksichtigung der Kostenkrankheit.

Dazu gliedert sich die Arbeit in drei Bereiche. Der erste Bereich, bestehend aus Kapitel 2 und 3, stellt die theoretischen Grundlagen der Dienstleistung und der Produktivität dar. Im zweiten Bereich (Kapitel 4 und 5) wird die Kostenkrankheit als solches, anhand des Grundlagenwerkes „Performing Arts – The Economic Dilemma“, vorgestellt und anschließend die Entwicklung in der Literatur bis heute beleuchtet. Die Frage, in wieweit die Kostenkrankheit allgemein und insbesondere im Bereich der Informations- und Kommunikationstechnologien gilt, wird im dritten Bereich (Kapitel 6) behandelt.

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