

New 2015 - this content is now part of:

- Project NEMO (New/Next Economic Model) <http://project-nemo.org>
- INSEDE (Institute for Sustainable Economic Development) <http://insede.org>
- Business Engineering Systems (MindWare, Basics, Structures) <http://bengin.net/bes/>

You are welcome to take advantage of progress, support us and be part of this voyage of discoveries.

bengin

Werteparadigma erweitern



Das Werteparadigma erweitern (in Kürze)

Peter Bretscher

6. November 2002

Agenda

1.

**Objekte
Massstäbe
Werte
“Karten”
(Maps)**

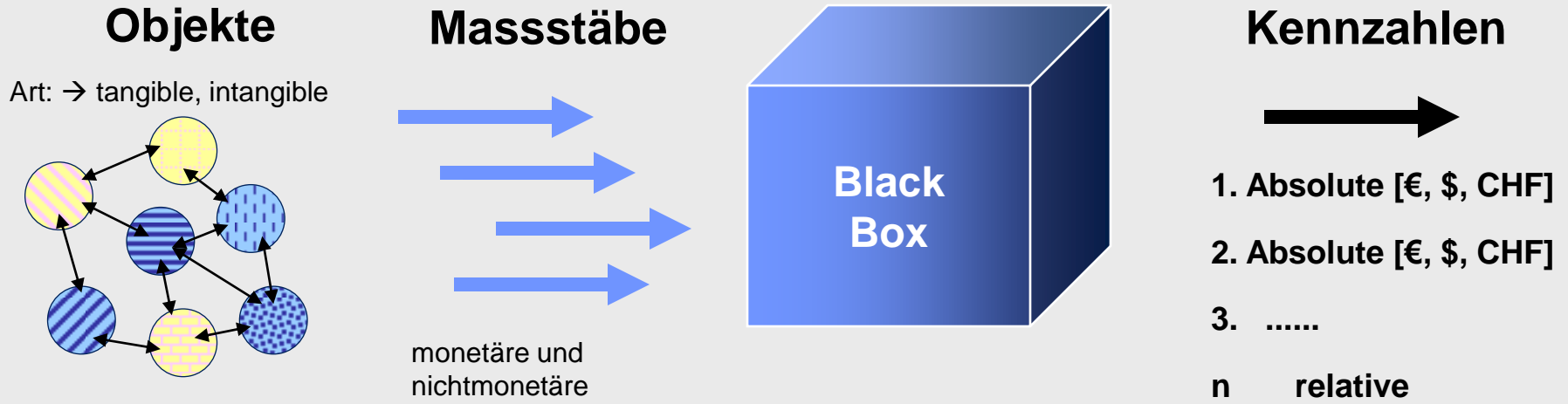
2.

**Relative and
absolute
Value maps**

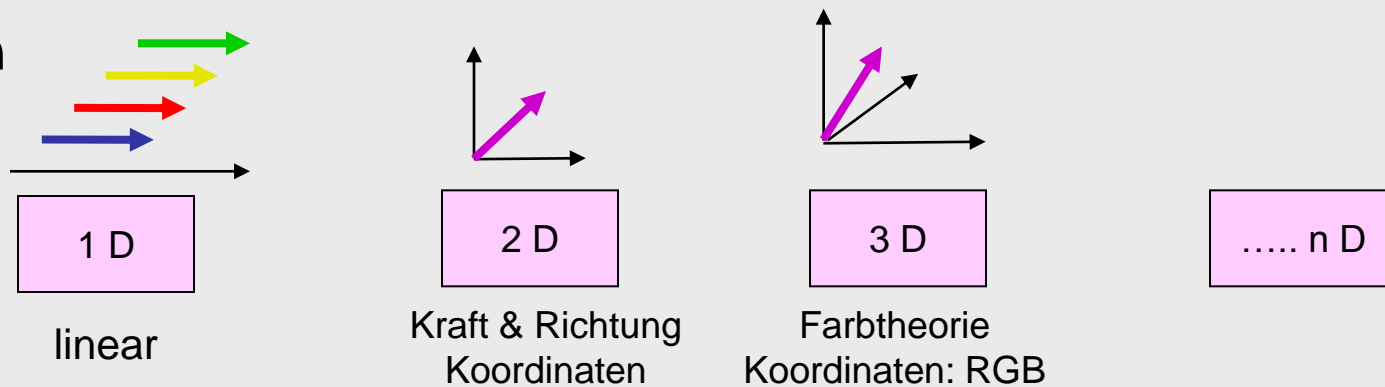
3.

**Anwen-
dungen
Ausblick**

Objekte – Massstäbe – Werte – Maps



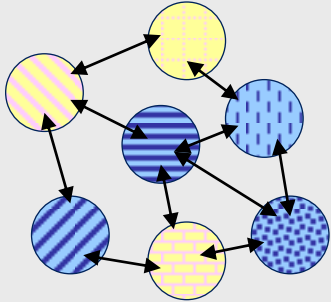
Metriken



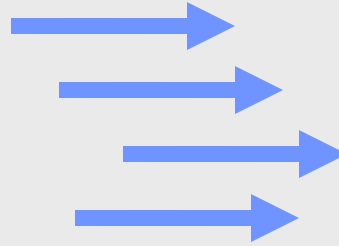
Objekte – Massstäbe – Werte – Maps

Objekte

Art: → tangible, intangible

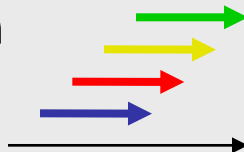


Massstäbe



monetäre und
nichtmonetäre

Metriken



1 D

linear

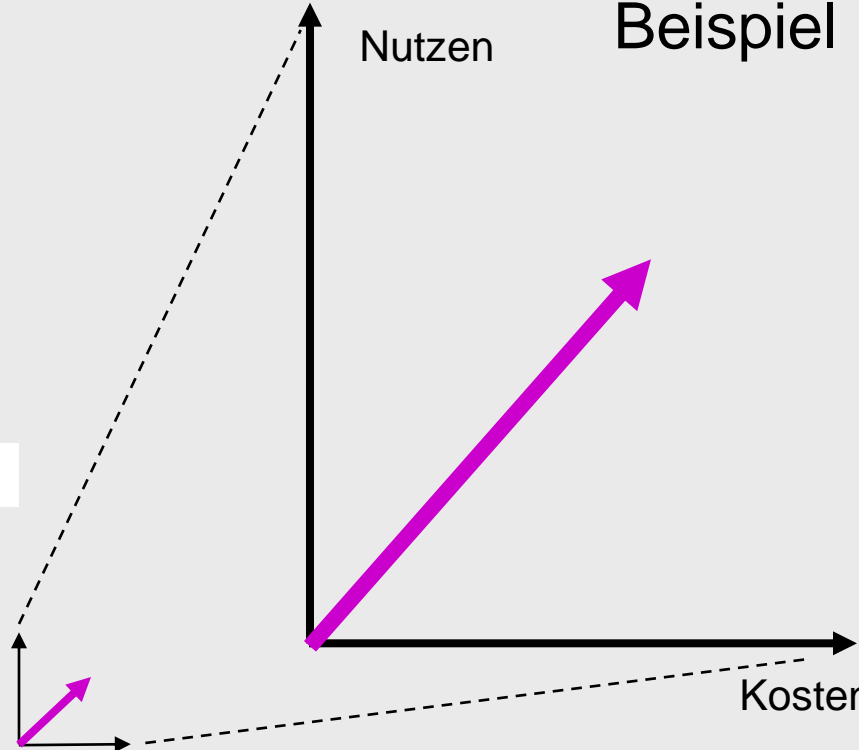
2 D

Kraft & Richtung
Koordinaten

Nutzen

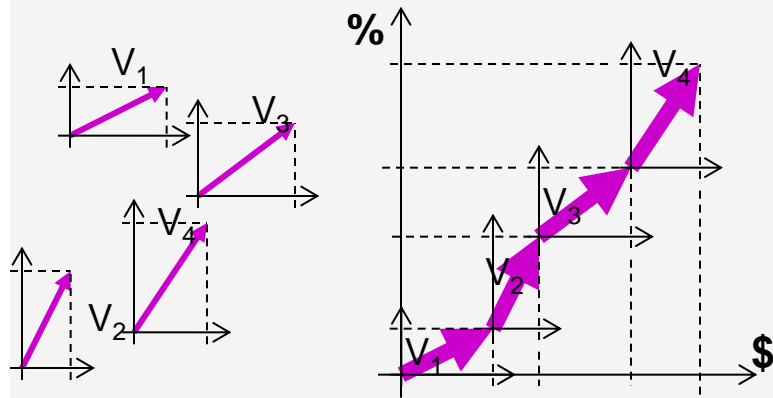
Beispiel

Kosten

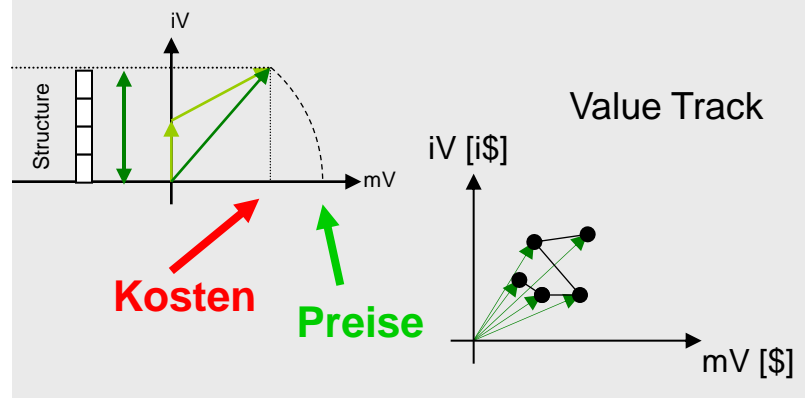


Relative und absolute Value maps

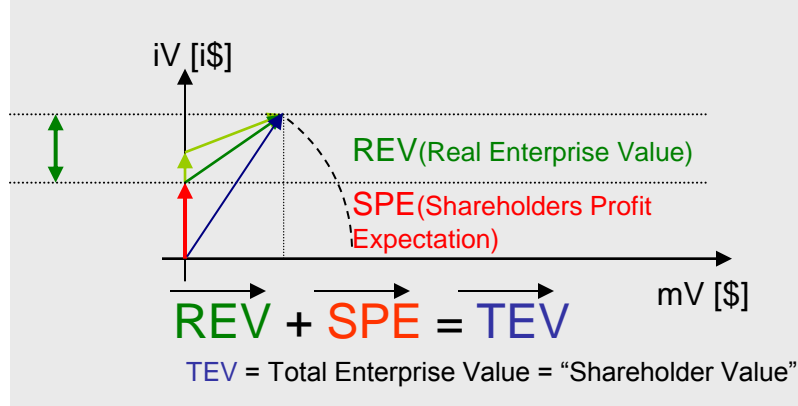
a) relativer Vektor, Vektor Profile



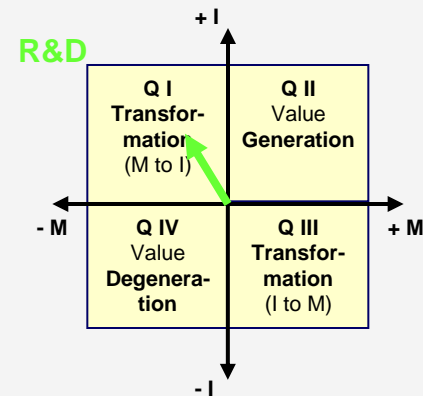
b) absoluter Vektor, Ortskurve



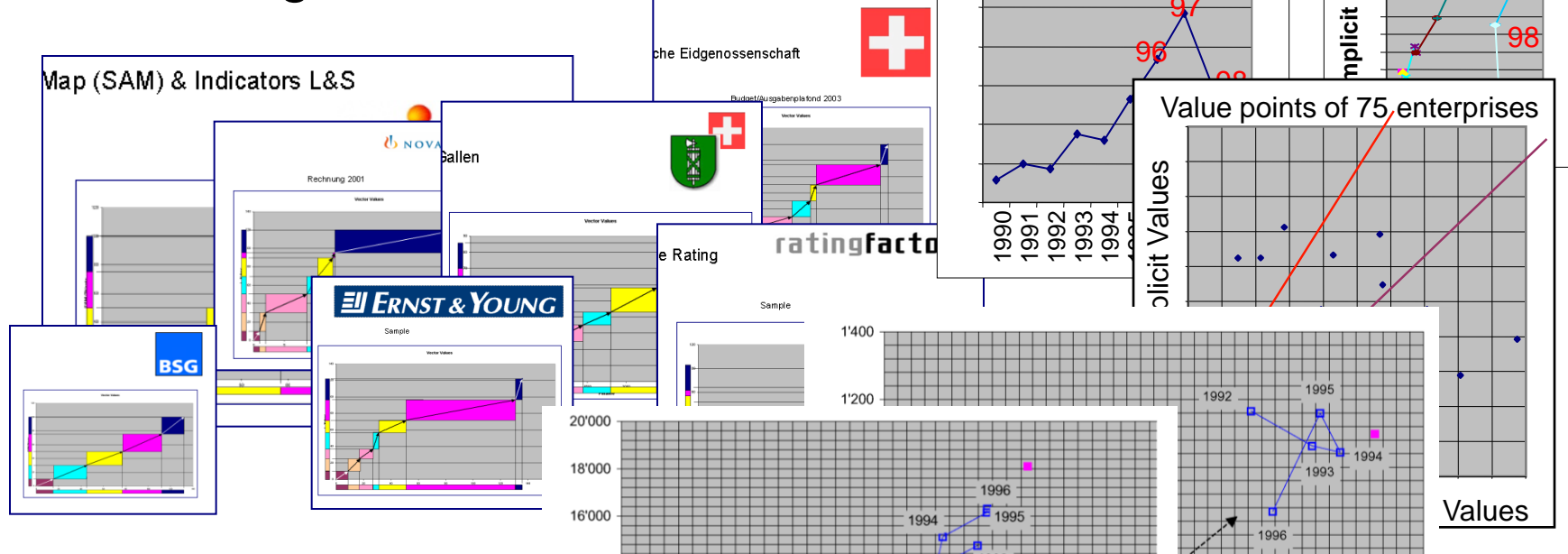
c) Shareholders Valuation



d) Value Quadrants



Anwendungen, Ausblick



Wo angewendet?

- Für komplexe Bewertungs- und Controllingaufgaben.
Bewertungen im Zusammenhang.
Corporate governance, (Multi-) Projekt controlling, Benchmarks, M&A, Nonfinancial audit.....

Ausblick

- Fokus vermehrt auf Techniken - nicht "nur" Technologien.
- Standard zur Abbildung der tangiblen und intangiblen Ressourcen:
 - a) strukturieren
 - b) quantifizieren.
- Geistiges Eigentum (strat. Faktor)

Danke

bengin.com

Werte erkennen, entwickeln, nutzen.