

Preface

The MBA supports me in new ways of problem solving. In the past, I tried to solve problems without considering all relevant aspects. My MBA studies help me to analyze problems from different points of view. Especially, the dialogue with my colleagues from other scientific disciplines in the MBA improved my own capabilities to analyze and solve problems.

It was important for me to deal with an interdisciplinary topic. With regard to the fields of my MBA studies and my job, I wanted to concentrate on a topic dealing with financial and communicational issues. With the chosen topic, I tried to connect both topics. Also, I wanted to give a solution to currently discussed problems in companies' practice.

Paying particular attention to the fact that I did my MBA in part-time, I have to thank several persons who supported me during the time of writing the MBA dissertation.

First of all, I would like to thank my family and my friends. It took a lot of time to get the MBA. So I had to neglect some social contacts as well as some activities in leisure time. I would like to address special thanks to my mother Susanne for supporting me during my former education and while I was preparing the MBA dissertation. Just the same, I have to thank my girlfriend Fabienne and my father Ralf.

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