



Einfach Anders Arbeiten (German Edition)

Detlev Artelt

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„Einfach Anders Arbeiten“ bedeutet mobiles Arbeiten, alle verfügbaren Kommunikationsmöglichkeiten zu Kunden und Teams zu nutzen und neue Lösungen effizient einzusetzen. Hierzu gehören Konzepte zu Unified Communications, einer Gestaltung von motivierenden Arbeitsräumen und zur Nutzung mobiler Endgeräte.

Welche Konzepte Unternehmen helfen „anders“ zu arbeiten und wie innovative Lösungen aussehen, erklärt „Einfach Anders Arbeiten“.

In Zusammenarbeit mit zahlreichen Gastautoren aus den unterschiedlichsten Bereichen ist ein Kompendium entstanden, das das Thema „Einfach Anders Arbeiten“ umfassend beleuchtet.

Die Themen

Innerhalb der vier großen Bereiche:

- Wandel und Entwicklung moderner Kommunikation,
- Ort und Gestaltung heutiger Kommunikation,
- Werkzeuge und Konzepte für effiziente Kommunikation sowie
- Tipps, Trends und Beispiele aus der Praxis,

werden bekannte, aber auch innovative Themen verständlich und mit Praxisbezug erläutert. Aktuelle Arbeitskonzepte, wie Co-Working und Homeoffice, finden ebenso Platz, wie Unified Communications, der optimale Einsatz von Headsets und die Kommunikation im Callcenter.

Die Gastautoren

Insgesamt 37 Gastautoren aus Forschung und Wirtschaft haben ihr Wissen, ihre Expertise und ihre Erfahrungen in die Publikation einfließen lassen.

Zielgruppe

Zielgruppe der Publikation sind die Nutzer und Entscheider im Mittelstand. Ihnen sollen die notwendigen Grundlagen über all diese – leider oftmals verwirrenden – Konzepte und Lösungen auf eine verständliche Art und Weise näher gebracht werden, um die Bereitschaft zur Veränderung zu wecken.

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