



Strategische Gestaltung des Lebenszyklus von Mega-Events (Schriftenreihe der HHL Leipzig Graduate School of Management) (German Edition)

Dirk Weiß

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Dirk P. Weiß beschreibt das Phänomen Mega-Events erstmals umfassend und entwickelt ein Planungsinstrument, das Bewerbern um ein Mega-Event und seinen Organisatoren eine hilfreiche Heuristik für die Bewältigung von Planungsaufgaben bietet.

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