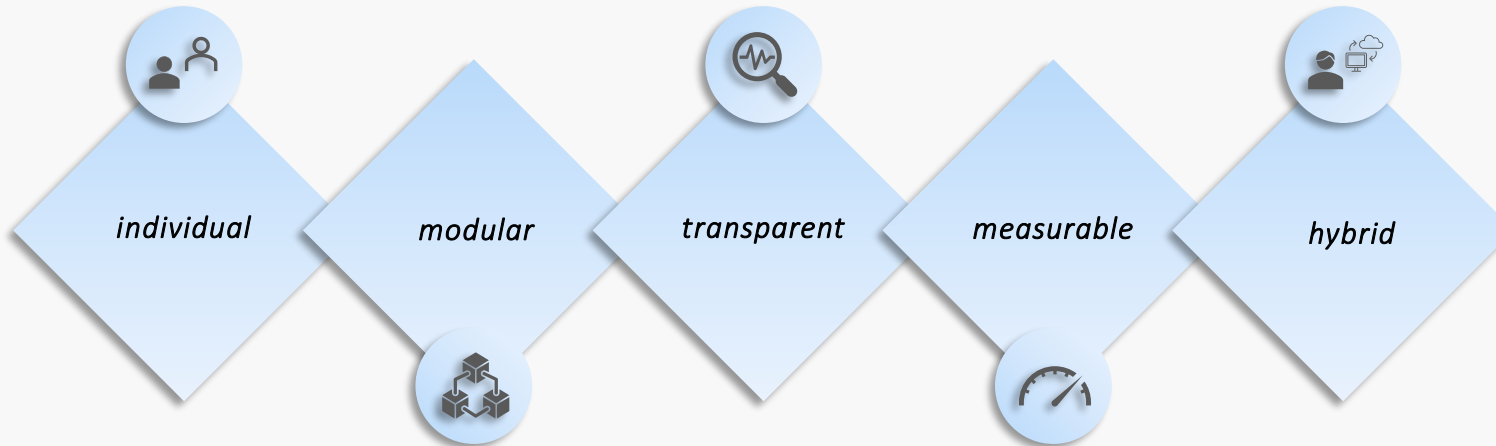




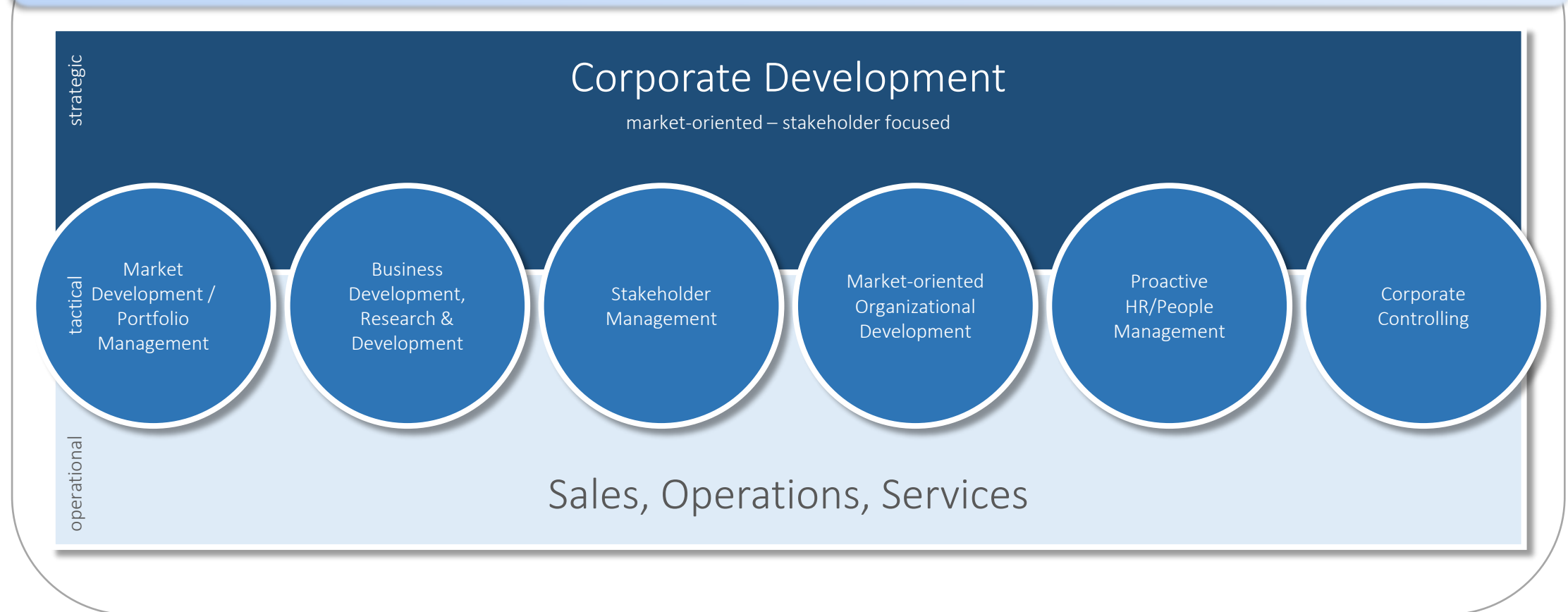
ICI/net

Version 13 (Excerpt)

Proactive Market-oriented Corporate Management based on the Integrated Corporate Identity (ICI)



Corporate Development as the key instrument of the strategic corporate management

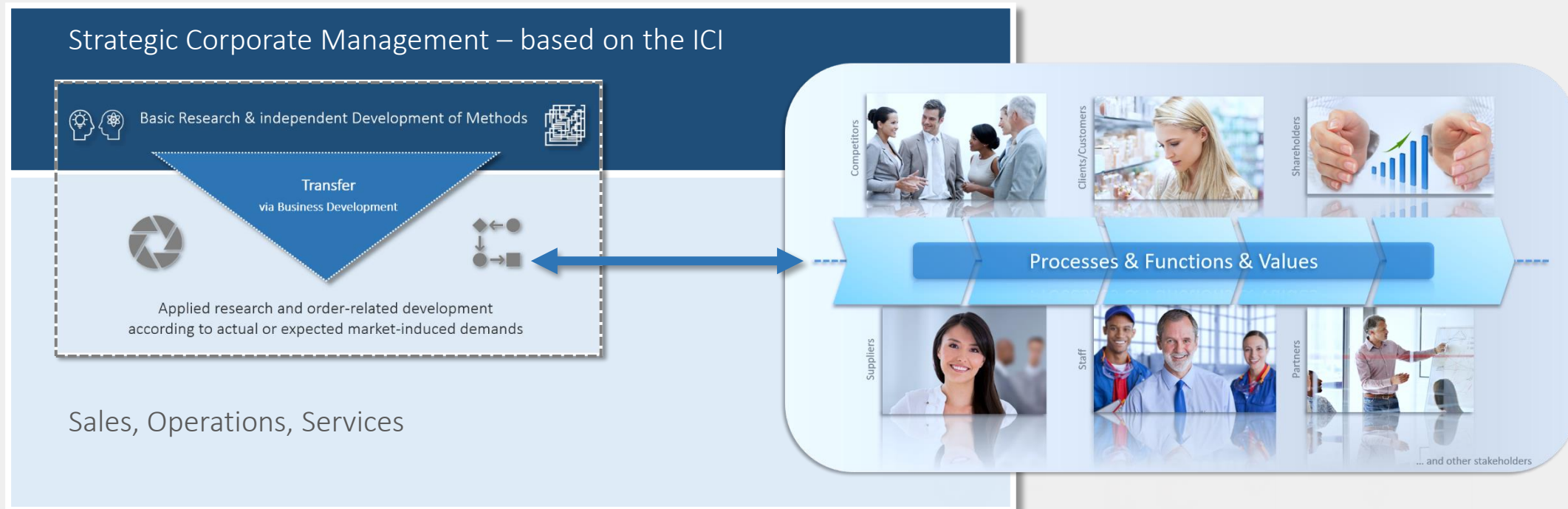




Business Development from a market-oriented perspective



The organizational integration of the market-oriented R&D into the stakeholder management



Enhance your corporate value through the transformation of innovations into values for your stakeholders!

The interrelation of the market-oriented management instruments



- ✓ General objectives and strategy
- ✓ Culture and values (via ICI)
- ✓ Key focuses and general policies

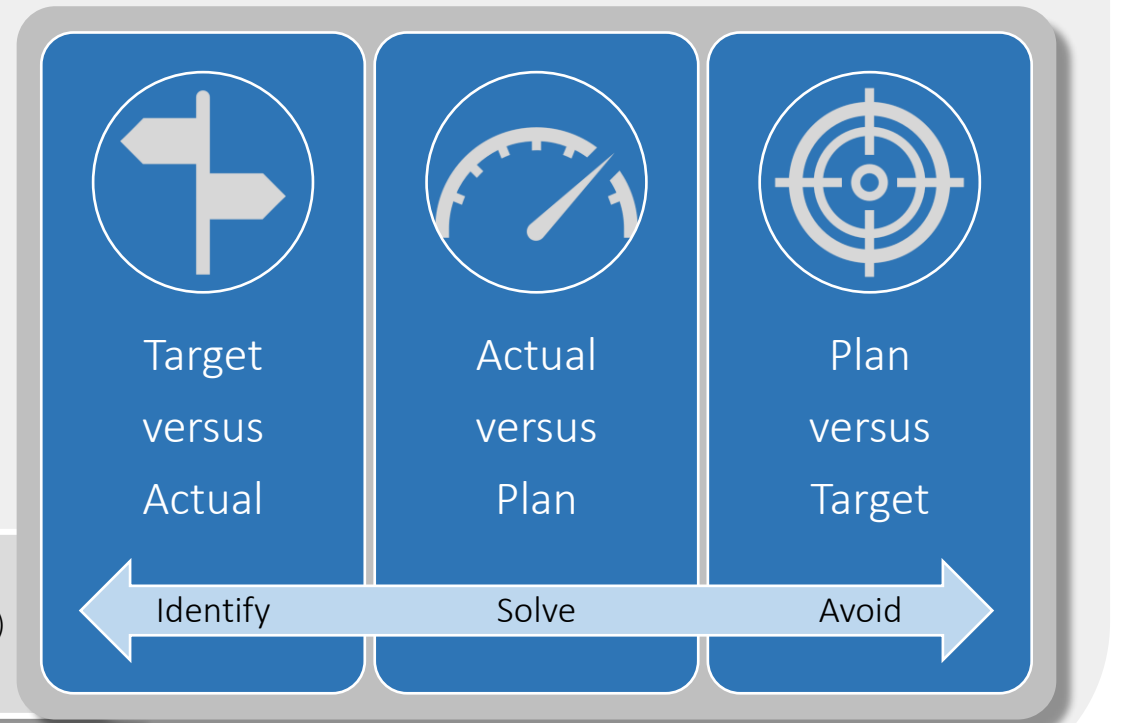
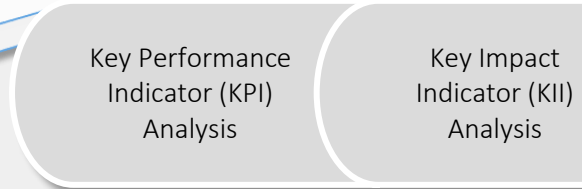
- ✓ Market-orientation & tactical alignment
- ✓ Portfolio of products and services
- ✓ Development of markets and segments
- ✓ Development of products and services
- ✓ Strategic channel management

- ✓ Proactive sales management
- ✓ Delivery management & controlling
- ✓ Support & service management
- ✓ Operational channel management

The actual purpose of the Integrated Corporate Identity (ICI)



3D Controlling (3D-CC) integration: The instruments of success management





Imprint

Object: **ICI/net** – Proactive Market-oriented Corporate Management based on the Integrated Corporate Identity (ICI)

Type: Method presentation (excerpt)

Edition: 2021-01

Version: 13

Form: Electronic document (PDF)

Editor: KOPPENBRINK, Dorfstr. 39 c, DE 23869 Elmenhorst, Germany

Author: Holger Koppenbrink, Dorfstr. 39 c, DE 23869 Elmenhorst, Germany

Copyright: © 2003-2021 by the Author

Contact: Email: Holger@Koppenbrink.de, cell phone: +49 172 4590534

Picture Credits:

Getty Images: #143917703, © Abel Mitja Valera, kupicoo – Stakeholder
#157864281, © Clerkenwell – Stakeholder

iStockPhoto: #000024591801, © Yuri_Arcus – Stakeholder

Dreamstime: #17278663, © Fantasista – Stakeholder
#25286189, © Yuri_arcurs – Stakeholder
#30581209, © Andresr – Stakeholder
#13143728, © Charon – HR/PPM
#4923034, © Özger Sarikaya – HR/PPM
#6847217, © Kts – Conclusion (2x)
#1593942, © Ioana Grecu – Theme (2x)