

bengjin

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**

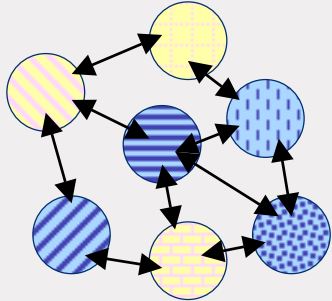
3.

**Anwen-
dungen
Ausblick**

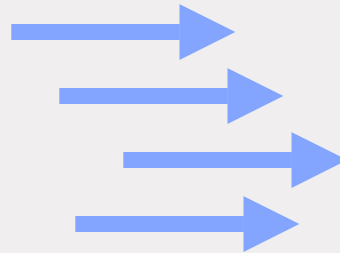
Objekte – Massstäbe – Werte – Maps

Objekte

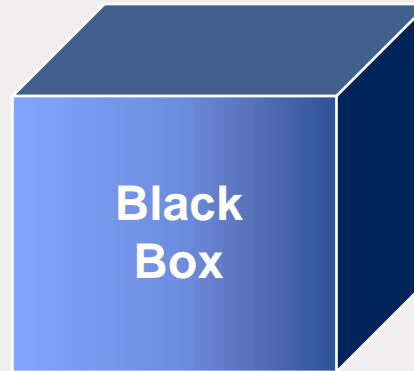
Art: \diamond tangible, intangible



Massstäbe



monetäre und
nichtmonetäre

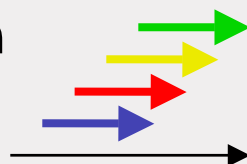


Kennzahlen



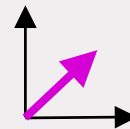
1. Absolute [€, \$, CHF]
2. Absolute [€, \$, CHF]
3.
- n relative

Metriken



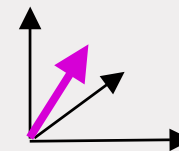
1 D

linear



2 D

Kraft & Richtung
Koordinaten



3 D

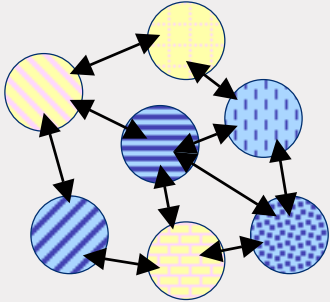
Farbtheorie
Koordinaten: RGB

..... n D

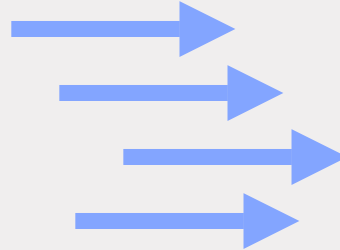
Objekte – Massstäbe – Werte – Maps

Objekte

Art: \diamond tangible, intangible

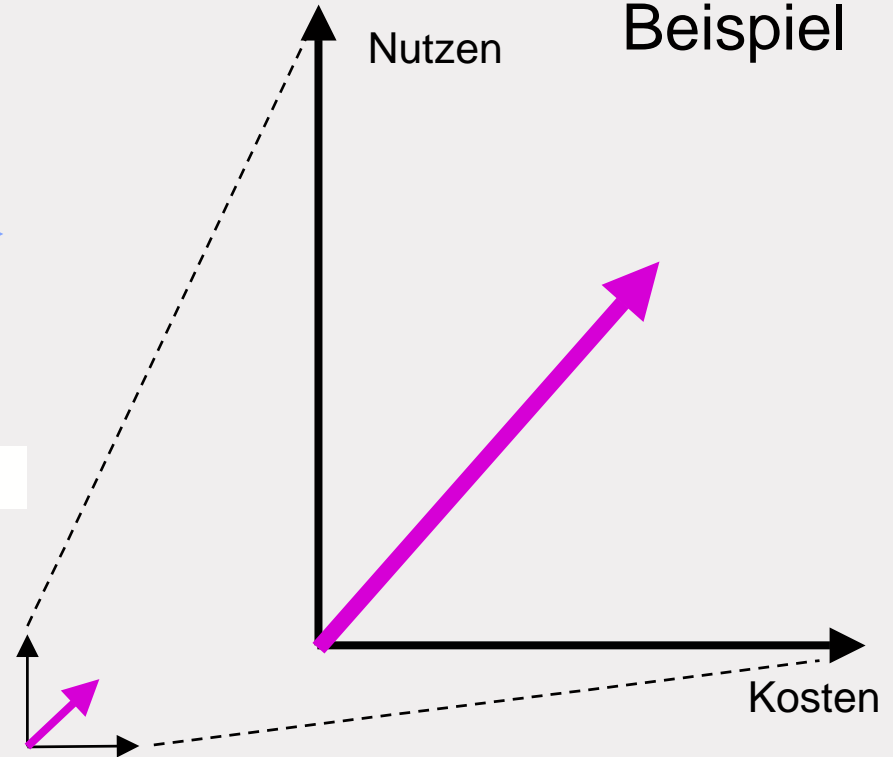


Massstäbe

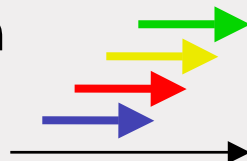


monetäre und nichtmonetäre

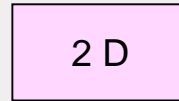
Beispiel



Metriken



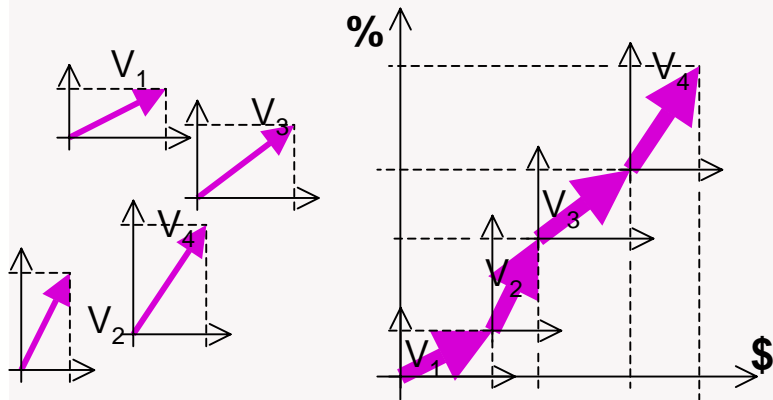
linear



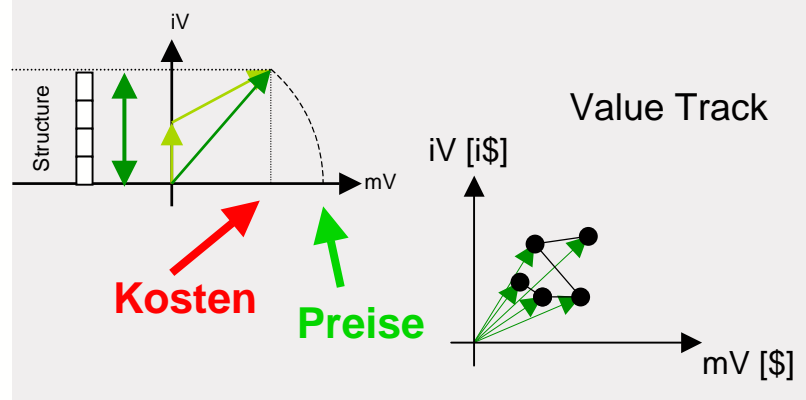
Kraft & Richtung
Koordinaten

Relative und absolute Value maps

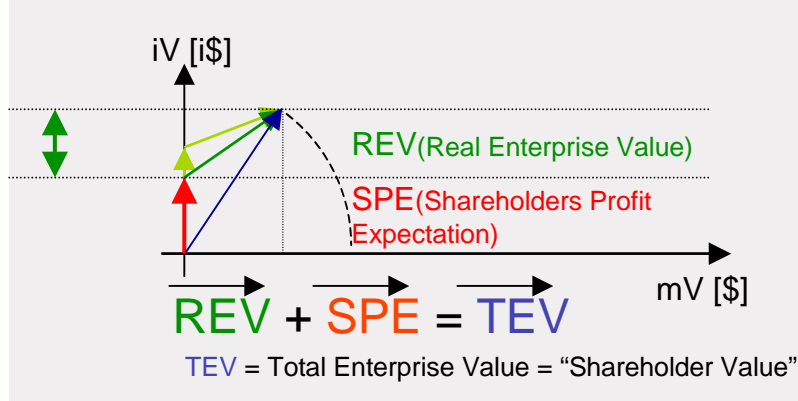
a) relativer Vektor, Vektor Profile



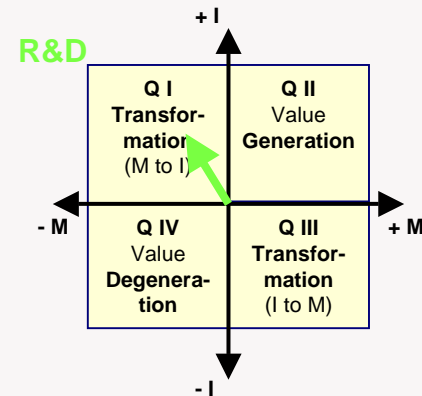
b) absoluter Vektor, Ortskurve



c) Shareholders Valuation



d) Value Quadrants



Danke

bengin.com

Werte erkennen, entwickeln, nutzen.