

Contents

Part I

The Environment of the German Mittelstand

1. How Important is the Mittelstand for the German Economy? 1
M. Frenkel and R. Fendel
2. Legal Organizational Forms of Mittelstand Companies 27
M. Lieb
3. Public Support for the German Mittelstand 45
A.-F. Jacob and O. Schween
4. Venture Capital as One Solution for the Capital Structure
Problem of the Mittelstand 71
N. Bartelt and A.-F. Jacob

Part II

Management of Mittelstand Companies

5. Medium-sized Firms in Germany - A Perspective on their
Strategic Orientation 101
H. Albach
6. Management and Organization in the German "Mittelstand"
Company 117
J. Weber and U. Schäffer

7. Marketing in the German Mittelstand - Findings from Case Studies	135
<i>Ch. Homburg, J. T. Karlshaus and A. Zeipel</i>	
8. Integrated Supply Chain and Innovation Management in the German Mittelstand	159
<i>A. Huchzermeier and S. Kummer</i>	
9. Financing the German Mittelstand	183
<i>G. Dufey and U. Hommel</i>	