

Editorial	Page 2
------------------------	---------------

Court of Public Opinion –

Litigation PR as a “Must” in the Professional Management of Disputes?

The study of Dr. Alfred Autischer and Mag. Bettina Knötzl defines the role of Litigation PR in the public communications and concerns with its development and goals, limits and success

Page 4

The Balanced Scorecard as a Management Tool in Governmental Organizations

Robert Glöckl, B.A. MOP. The aim of this paper is to contribute to strategic public management by summarizing the application of the Balanced Scorecard (BSC) and its benefits for governmental organizations

Page 22

Outsourcing from the Austrian Tax Perspective

Mag. Kurt Lassacher, Mag. (FH) Michael Höfingler. Outsourcing has become a common tool in strategic management to optimize value chains and cut costs. The following article briefly describes the Austrian tax related issues that can arise when parts of the business operations i.e. production sites are transferred abroad. A fictional case will be used to discuss the key aspects from Austrian corporate and income tax perspective

Page 28

Management Consulting in Austria – an Overview

Dipl.-Ing (FH) Thomas Oriold, MBA. Consulting services in Austria are diverse. The main objective of the author’s entire study is defining a concept of transparency for management consulting services and their assignment criteria in terms of scope and benefit to achieve a key success factor for successful realisations and hence a competitive advantage for smaller consulting firms

Page 34

Bibliography	Page 46
---------------------------	----------------