

Innovationsmanagement: Ein alter Hut? (German Edition)

M. Sydow



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Innovationen schaffen einen Vorsprung gegenüber der Konkurrenz und wirken in schlechten Zeiten wachstumsfördernd. (1), (2), (6) Innovationsmanagement hat strategischen Vorrang. (1) Innovationen sind nicht nur das Ergebnis von Zufällen oder intensiver Forschung, sondern auch das Resultat eines stringenten Innovationsmanagements. (1), (5) Die aktuelle Innovationskultur in den USA ist trendsetzend. (4)

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