

# Kundeneinbindung In Innovationsprozesse - Inna Benner

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Aufgrund sich stets verschärfender Marktbedingungen unserer Industrie- und Wissensgesellschaft, wie zunehmende Globalisierung, permanenter Kostenreduktionsdruck und zunehmende Substituierbarkeit der Produkten, sehen sich viele Unternehmen mit einem immer stetig wachsenden Wettbewerbsdruck konfrontiert und folglich gezwungen, ihre Angebote kontinuierlich zu verbessern. In einer immer rasanteren Umwelt, wird die Entwicklung und Vermarktung neuer Produkten zur notwendigen Bedingung für die Schaffung entscheidender Wettbewerbsvorteile. Die nachhaltigen Vorteile des First Mover Advantage (Pionierstatus) können nur dann erzielt werden, wenn es gelingt, das innovative Produkt längere Zeit auf dem Markt z. B. mittels Patenten zu verteidigen oder langfristige Imagevorteile zu erlangen. Aber erfolgsversprechende Innovationen werden oft Nachahmungen ausgesetzt. Wegen schrumpfender Patentschutzzeit von Innovationen ist ein dauerhafter Erfolg oft nur durch einen Continuous Mover Advantage (kontinuierlich bewegender Vorteil) möglich. Damit werden Innovationen zu permanenten Herausforderung im Kundenwettbewerb. Author: Benner, Inna Publisher: GRIN Verlag Illustration: N Language: GER Title: Kundeneinbindung in Innovationsprozesse Pages: 00018 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638446655 Category: Business & Economics : Management - General

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