

Ideenbewertung Im Front End Bereich Des Innovationsprozesses - Markus Pucher

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Wir befinden uns derzeit im Wandel von der stÃfÃndigen Verbesserung in Unternehmen hin zu stÃfÃndiger Innovationsleistung. Der Markt fordert neue innovative Produkte in kÃfÃrzester Zeit. Aus diesem Grund ist eine Analyse und anschlieÃfÃende Optimierung des Innovationsprozesses im Front End Bereich sehr entscheidend fÃfÃr den zukÃfÃftigen Produkt- und anschlieÃfÃenden Markterfolg. In dieser Arbeit wurden aus diesem Grund 3 unterschiedliche Innovationsprozesse abgebildet und beschrieben. Hauptaugenmerk wurde auf die Bewertung von Ideen gelegt, da eine gute Bewertung in dieser Phase des Innovationsprozesses sehr entscheidend fÃfÃr die Reduzierung der Durchlaufzeit sein kann. Um die theoretische Betrachtung mit einem praktischen Beispiel zu erklÃfÃren, wird die Abhandlung eines Innovationsprozesses im Front End Bereich anhand eines realen Beispiels nochmals dargestellt und beschrieben. ***** Currently, we are experiencing a transformation from continuous improvement to continuous innovation. Customers want new innovative products in a shorter time period and for this reason an analysis and optimisation phase of the innovation process in the front end is absolutely essential for market success in the near future. This bachelor thesis includes three different innovation processes from a theoretical point of view. Focus is also placed on the evaluation of ideas appraisal, because accurate work in this appraisal stage could be very decisive for a reduced running time of the future project. To explain the theoretical view with a practical example , an innovation process in the front end is again presented and described. Bachelorarbeit aus dem Jahr 2008 im Fachbereich Wirtschaft - UnternehmensfÃfÃhrung, Management, Organisation, Note: 1, Campus02 Fachhochschule der Wirtschaft Graz (Innovationsmanagement), Veranstaltung: Innovationsmanagement.Author: Pucher, Markus Publisher: GRIN Verlag Illustration: N Language: GER Title: Ideenbewertung im Front End Bereich des Innovationsprozesses Pages: 00034 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640533374 Category: Business & Economics : Management - General

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