

Technologie- Und Innovationsmanagement In Sich Dynamisch Wandelnden Umfeldern - S¶nke Thiedemann

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Technischer Fortschritt und stetige wirtschaftliche Weiterentwicklung dr¶f¶ngen insbesondere industrielle Unternehmen zu st¶f¶ndiger Erweiterung und Erneuerung ihrer Technologien und Innovationen. Um in dem sich rasch ¶f¶ndernden wirtschaftlichen Umfeld und unter dem Druck der Konkurrenz langfristig bestehen zu k¶f¶nnen, m¶f¶ssen Unternehmen ihre Produkte, Serviceleistungen und Prozesse fortw¶f¶hrend den Anforderungen des Wettbewerbs anpassen. Die F¶f¶higkeit zur Wandlung tr¶f¶gt entscheidend zum Erfolg und dem Fortbestand der Unternehmen bei. Diese Relevanz ist unter anderem ein Grund daf¶r, dass Technologie- und Innovationsmanagement seit Jahrzehnten in der strategischen Unternehmensf¶f¶hrung immer mehr an Bedeutung zunehmen. Das Ziel der vorliegenden Arbeit ist es, einen Beitrag zum Verst¶f¶ndnis von heutigem Technologie- und Innovationsmanagement zu leisten und deren Bedeutung in industriellen Unternehmen zu erl¶f¶utern. [...]

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