

Ansatzpunkte Zum Auf- Und Ausbau Einer Innovationskultur - Marek Borgstedt

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Durch einen immer stärker wachsenden globalen Wettbewerb und der zunehmenden Dynamik in den einzelnen Märkten sind Innovationen zu einem wesentlichen Erfolgsfaktor für die nationale und internationale Unternehmenskultur geworden.¹ Nur Unternehmen, die kontinuierlich neue Innovationen hervorbringen, um damit ihre bisherige Produktpalette zu ergänzen bzw. abzulösen, können auf Dauer am Markt existent bleiben.² Um permanent Innovationen zu generieren und entstehen zu lassen, ist eine regelrechte Innovationskultur unumgänglich. Diese Innovationskultur muss in dem gesamten Innovationsprozess einer Unternehmung eingebunden sein. ³ Die nachfolgende Seminararbeit soll einen Überblick und mögliche Handlungsempfehlungen zur Implementierung einer Innovationskultur im Unternehmen zeigen. In Kapitel 2 werden zunächst einige grundlegende Begriffe erläutert. In Kapitel 3 werden Handlungsempfehlungen beschrieben, die zu einem Auf- bzw. Ausbau einer Innovationskultur im Unternehmen dienen. Ein Fazit der dargestellten Möglichkeiten und der Ausblick auf die zukünftige Unternehmenskultur beschließen diese Arbeit. Studienarbeit aus dem Jahr 2005 im Fachbereich Wirtschaft - Unternehmensführung, Management, Organisation, Note: 2,0, Fachhochschule Aachen, Veranstaltung: Seminar Marketing-Management, 21 Quellen im Literaturverzeichnis, Sprache: Deutsch. Author: Borgstedt, Marek Publisher: GRIN Verlag Illustration: N Language: GER Title: Ansatzpunkte zum Auf- und Ausbau einer Innovationskultur Pages: 00025 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638377423 Category: Business & Economics : Management - General

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