



Innovationsmanagement: Die 6 Phasen von der Idee zur Umsetzung (Whitebooks) (German Edition)

Michael Hartschen, Jiri Scherer, Chris Brügger

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Das Schaffen von Innovationen gehört zu den wichtigsten Managementaufgaben, um die Wettbewerbsfähigkeit eines Unternehmens langfristig sicher zu stellen. Trotzdem wird das Bewerten und Umsetzen von neuen Produkten und Dienstleistungen oft intuitiv und wenig systematisch angegangen. Dieses Buch ist ein systematischer Leitfaden und bietet dem Praktiker eine Schritt für Schritt Anleitung, von der Idee bis zur umgesetzten Innovation.

Mit einem einfachen Innovationsprozess und praxiserprobten Methoden wird aufgezeigt, wie erfolgreiche Produkte, Dienstleistungen oder Prozessverbesserungen entwickelt und umgesetzt werden.



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