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## ALTERNATIVE MESSKONZEPTE ZU INNOVATIONSAKTIVITÄTEN



Grin Verlag. Paperback. Condition: New. 28 pages. Dimensions: 7.9in. x 5.3in. x 0.2in. Studienarbeit aus dem Jahr 2008 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 2, 3, Private Fachhochschule fr Wirtschaft und Technik Vechta-Diepholz-Oldenburg; Abt. Vechta, Veranstaltung: Innovationsmanagement, 18 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Innovationen sind das Lebenselixier unserer Gesellschaft. Wir brauchen sie, um zukunftsfhige Arbeitspltze zu schaffen und Wachstum und Wohlstand zu sichern. Dieser Satz von Taus hat eine groe Bedeutung fr viele Unternehmen, sowie fr die gesamte...

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