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INNOVATION MANAGEMENT IN SME`S



AV Akademikerverlag Jul 2014, 2014. Taschenbuch. Condition: Neu. Neuware - The field of innovation requires a deep knowledge and understanding of the market and the customers. Therefore this book tries to elaborate how SME's can reduce the additional risks and challenges they have to face compared to big corporation. It tries to clarify questions such as what the most important resources for developing innovations are. Based on already existing literature a well-functioning, success-oriented innovation process for SME's is being developed....

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- Released at 2014



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