



Entrepreneurship und evolutorische Wirtschaftsentwicklung (German Edition)

Gerald Schlattl

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Referat (Handout) aus dem Jahr 2001 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1, Alpen-Adria-Universität Klagenfurt (Innovations- und Gründungsmanagement), Veranstaltung: Entrepreneurship und evolutorische Wirtschaftsentwicklung, 4 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: „Entrepreneurship und evolutorische Wirtschaftsentwicklung" ist eine Lehrveranstaltung des Institutes für Innovationsmanagement und Gründungsmanagement. Es sollen dabei die Grundlagen vermittelt werden, die es einem Unternehmensgründer ermöglichen, seine Strategien in Bezug auf Eintritt in eine bestimmte Marktentwicklungsphase abrunden zu können.
Nachdem „Innovationen" als solches ein äußerst komplexes, vielschichtiges in Tiefe und Breite und widersprüchliches Thema darstellt (siehe Diplomarbeit), will ich mich in diesem Referat nur auf die Allgemeine Marktentwicklung mit den Besonderheiten für F&E konzentrieren. [...]

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