

Innovation in the context of "Zotter Schokoladen-Manufaktur GmbH"



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Reviews

This written publication is wonderful. It is rally fascinating throgh reading period. I discovered this book from my dad and i suggested this publication to find out.
(Keshawn Daugherty)

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GRIN Verlag Feb 2009, 2009. Taschenbuch. Book Condition: Neu. 211x146x3 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2007 in the subject Business economics - Miscellaneous, grade: 1.0, University of Vienna, course: Applications of Innovation and Technology Management, 21 entries in the bibliography, language: English, abstract: When I was thinking about, which company I want to contact for this term paper, I not only had the idea of choosing a company which is capable of generating innovative products or services - I also tried to find a candidate who really is something special itself and not an 'everyday firm'. In my opinion the 'Zotter Schokoladen-Manufaktur GmbH' located in the eastern part of Styria is such a company, because it qualifies a lot which is written in state-of-the art business literature as well as in established sources on innovation and technology management. The method I used to acquire information was a primary analysis, realized as an interview with the business owner and entrepreneur, Josef Zotter. Despite to the fact that it is difficult to match real-life to theory, I want to describe the real facts by using the processes of innovation. It starts with the idea of the Zotter-Schokolade in the invention stage and leads to current questions like, how knowledge is secured in the company. I hope that I can give a good insight to these unconventional approaches in the context of innovation management, which gives the reader a chance to see theory in a more touchable and realistic way. 40 pp. Englisch.



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