

Ideenfindung



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Reviews

*Complete guide! Its this kind of very good read through. This is certainly for all who statte there was not a worthy of looking at. I am just quickly will get a delight of looking at a composed publication.
(Kacie Carroll)*

IDEENFINDUNG



Vogel Business Media, 2004. Taschenbuch. Book Condition: Neu. Neu Neuware. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Methoden zur Ideenfindung sind anerkannt von grundsätzlicher Bedeutung im Unternehmen. Sie beschränken sich in der Praxis jedoch weitgehend nur auf die Instrumentarien Brainstorming und Ideenkärtchen. Die weitaus leistungsfähigeren, kreative Impulse und innovatives Denken viel stärker anregenden Methoden stehen völlig zu Unrecht noch zu sehr im Abseits. Auch diese Methoden für sich zu entdecken und zu nutzen ist ein wesentliches Anliegen des Buches. Kreativitätstechniken stellen im Rahmen klarer Innovationsstrategien leistungsfähige Instrumente dar, um die kreativen Unternehmenspotenziale in hochwertige Innovationen zu transformieren. Neben den allseits bekannten Methoden zur Ideenfindung werden hier die leistungsfähigeren, kreative Impulse und innovatives Denken anregenden ebenso vorgestellt. ¿ Innovationsprozesse im Unternehmen ¿ Methoden zur Ideenfindung: - Brainstorming mit Abwandlungen - Brainwriting-Methoden - Methoden der schöpferischen Orientierung - Methoden der schöpferischen Konfrontation - Lösungsfindung durch systematische Strukturierung - Methoden der systematischen Problemspezifizierung ¿ Praxis der Ideenfindung ¿ Organisation der Ideenfindung ¿ Beispiele zur Anwendung von Methoden 232 pp. Deutsch.



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