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# **INNOVATION BY INDIVIDUALS**



GRIN Verlag Dez 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, EBS European Business School gGmbH (Strategy, Organization & Leadership), language: English, abstract: Innovation is a crucial success factor as competitive advantage is often gained through the introduction of new products to the market. The challenge thereby is to find...

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- Authored by Philipp Back
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