



# Innovationsmanagement in mittelständischen Familienunternehmen (German Edition)

*Verena Müller*

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Diplomarbeit aus dem Jahr 2009 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,7, Philipps-Universität Marburg, Sprache: Deutsch, Abstract: Der deutsche Mittelstand und die dort vorherrschenden Familienunternehmen werden oft als Vorreiter in Sachen Innovationen bezeichnet. Beruhen Innovationen hier häufig noch auf dem „Prinzip-Zufall“ oder hat sich das in Großunternehmen bereits etablierte Innovationsmanagement auch in den Familienunternehmen durchgesetzt? Dieser Frage ist die Philipps-Universität Marburg (Lehrstuhl für Technologie- und Innovationsmanagement) im Rahmen einer Umfrage nachgegangen.

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