

Idea and innovation management



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| Forlag: | HansReitzels |
| Udgivet: | 2. september 2011 |
| Sprog: | Dansk |
| ISBN: | 9788776758196 |

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Innovation er blevet annonceret som nøglen til succes for virksomheder over hele verden og som afgørende for en virksomheds overlevelse og udvikling. En organisations muligheder for at vokse er dog afhængige af dens evne til at generere nye ideer og udnytte dem effektivt i udviklingen af nye tiltag. Gennem de seneste mange år har der været stigende teoretisk opmærksomhed på at styre processen omkring udnyttelsen og udviklingen af disse ideer. Men den proces, hvor organisationer håndterer disse ideer i praksis, er dog ofte ustruktureret og "ad-hoc".

Idea and Innovation Management forklarer begreber og processer i idé- og innovationsledelse og redegør for de centrale elementer i at facilitere og støtte en effektiv idéhåndtering og innovationsledelse i hele organisationen og i relation til forskellige brancher og virksomhedsstørrelser. Relevante modeller og teorier forklares og eksemplificeres i praksis gennem virksomhedscases og diskuteres via workshop-spørgsmål, som kan bruges i undervisning og diskussioner. Gennem dette samspil mellem innovationsteori, praksis og diskussioner ønsker forfatteren at forsyne studerende, teoretikere og praktikere med den nødvendige teoretiske og praktiske forståelse af, hvordan man støtter ideer, innovation og intrapreneurskab i organisationer.

April 2018, 10:00 bis 17:00 Uhr Bene Idea Lab, Bene Office, Wien The Idea Factory: Bell Labs and the Great Age of American Innovation [Jon Gertner] on Amazon. Innovation Management from Erasmus University

Rotterdam.

You need idea and innovation management software. When conceptualizing a new idea, it is essential to direct the thinking to specific dimensions and search answers to certain questions to help evolve the idea. The #1 idea management software for crowdsourcing ideas for enterprise innovation. HYPE Innovation is a leading provider of both the software and services. Innovation management is critical to long term success. Now you can benefit from your employees' best ideas. What is innovation management. No barriers to innovation are insurmountable. Idea management technology helps organizations to gather ideas from all employees, evaluate them and bring them to market faster than ever before.

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