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- Fallstudien innovativer Vorreiterunternehmen dienen zusammen mit theoretischen Ans tzen aus der Literatur dazu, relevante Aspekte des Kundenintegrationsprozesses zu identifizieren. Der Autor entwickelt eine Methode der fr hen Kundenintegration in den Innovationsprozess und gibt operative Handlungsempfehlungen.
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sation erfolgreicher fr her aktiver Kundenintegration entwickelt und im Sinne einer Zusammenfassung der gewonnenen Erkenntnisse zu abschliessenden Thesen verdichtet. VIII Abstract Constantly increasing pressure to innovate leads a growing number of enterprises to open their innovation processes to the ideas of external parties. This study focuses on the question of how actively integrating

Internetbasierte Kundenintegration in den Innovationsprozess

G-Forum 07. Oktober 2016 Prof. Dr. Nils H gsdal und Anna Rind Hochschule der Medien Stuttgart

Internetbasierte Kundenintegration in den Innovationsprozess

Kundenintegration - Wirtschaftslexikon

Das Ausmass der Kundenintegration auf dieser Ebene bestimmt die Individualisierung der einzelnen Dienstleistung. (2) In seiner Rolle als Co-Produzent wirkt der Nachfrager durch die Bereitstellung von externen Faktoren oder durch die bernahme von Aktivit ten an der Produktion der Dienstleistung mit.