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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...

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- Released at 2004



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