



Ideenbewertung im Front End Bereich des Innovationsprozesses (German Edition)

Markus Pucher

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Bachelorarbeit aus dem Jahr 2008 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1, Campus02 Fachhochschule der Wirtschaft Graz (Innovationsmanagement), Veranstaltung: Innovationsmanagement, Sprache: Deutsch, Abstract: Wir befinden uns derzeit im Wandel von der ständigen Verbesserung in Unternehmen hin zu ständiger Innovationsleistung. Der Markt fordert neue innovative Produkte in kürzester Zeit. Aus diesem Grund ist eine Analyse und anschließende Optimierung des Innovationsprozesses im Front End Bereich sehr entscheidend für den zukünftigen Produkt- und anschließenden Markterfolg.

In dieser Arbeit wurden aus diesem Grund 3 unterschiedliche Innovationsprozesse abgebildet und beschrieben. Hauptaugenmerk wurde auf die Bewertung von Ideen gelegt, da eine gute Bewertung in dieser Phase des Innovationsprozesses sehr entscheidend für die Reduzierung der Durchlaufzeit sein kann. Um die theoretische Betrachtung mit einem praktischen Beispiel zu erklären, wird die Abhandlung eines Innovationsprozesses im Front End Bereich anhand eines realen Beispiels nochmals dargestellt und beschrieben. ***** Currently, we are experiencing a transformation from continuous improvement to continuous innovation. Customers want new innovative products in a shorter time period and for this reason an analysis and optimisation phase of the innovation process in the front end is absolutely essential for market success in the near future.

This bachelor thesis includes three different innovation processes from a theoretical point of view. Focus is also placed on the evaluation of ideas appraisal, because accurate work in this appraisal stage could be very decisive for a reduced running time of the future project. To explain the theoretical view with a practical example , an innovation process in the front end is again presented and described.

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