



Intrapreneurship (German Edition)

Thomas Luister, Anna Ehrmann

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Studienarbeit aus dem Jahr 2006 im Fachbereich BWL - Personal und Organisation, Note: 1,7, Universität Augsburg, Veranstaltung: Innovationsmanagement in der Post-Moderne, 17 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Intrapreneurship ist ein Begriff, welcher in der Literatur mit den verschiedensten Inhalten gefüllt wird. Ziel unserer Arbeit ist es, einen Überblick zu geben was Intrapreneurship bedeuten kann, wie es dazu gekommen ist und vor allem, welche Anforderungen an die Organisation, sowie die Person erfüllt sein müssen, damit es sinnvoll eingesetzt werden kann. Abschließend werden wir das Konzept kritisch betrachten.

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