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Wissens- und Innovations- management in der Franchisepraxis

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Wissens Innovationsmanagement Franchisepraxis Erfolgreich Replikation

**Waltraud Martius, Achim Hecker, Birgit
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Wissens- und Innovationsmanagement in der Franchisepraxis Waltraud Martius, Achim Hecker, Birgit Renzl, 2015-11-18 Wie in einem Franchisesystem neue Produktideen entstehen wie diese identifiziert selektiert und systematisch zur Marktreife weiterentwickelt werden zeigen die Best Practice Beispiele und aktuellsten Forschungsergebnisse in diesem Buch Franchisegeber und nehmer erfahren wie sie Routinen an eine sich wandelnde Umwelt anpassen geltende Regeln modifizieren und das bestehende System kontinuierlich weiterentwickeln können Mit zahlreichen Case Studies und Interviews wegweisend für alle die ihr Franchisesystem auf Wachstum ausrichten wollen

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