



Integriertes Roadmapping: Nachhaltigkeitsorientierung in Innovationsprozessen des Pervasive Computing (German Edition)

Siegfried Behrendt

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Angesichts dynamischer Umfeldbedingungen gewinnt das Monitoring technologischer, wirtschaftlicher, politischer und gesellschaftlicher Entwicklungen für den Innovationserfolg von Unternehmen an Bedeutung. Der Autor geht der Frage nach, wie Nachhaltigkeitsanforderungen frühzeitig in Innovationsprozesse einbezogen werden können. Das Konzept der Integrierten Technologie-Roadmap rückt die Anwendersicht in den Mittelpunkt und macht es möglich, mehrere Dimensionen zukunftsfähigen Wirtschaftens in dynamischen Technologiefeldern simultan zu betrachten.

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