



Leading Innovation - How can leaders improve companies ability to generate innovations?

By Andreas Mothes

GRIN Verlag Okt 2011, 2011. Taschenbuch. Book Condition: Neu. 216x151x10 mm. This item is printed on demand - Print on Demand Neuware - Master's Thesis from the year 2006 in the subject Business economics - Business Management, Corporate Governance, grade: 1,3, Mid Sweden University, 41 entries in the bibliography, language: English, abstract: During the last decades the environment of most companies has become increasingly dynamic and competitive due to the globalisation and internationalisation of markets. The intense competition leads to reinforced campaigns to win customers with new, unique products or services defending or improving market positions. Consequently, based on the increased variety, customers expectations are rising while the time to market as well as the duration of the product life cycle are decreasing. [Cum1997, p. 22] [Jon2002, p. 24, p. 31] [Yuk2002, p. 294] The increased velocity and complexity of global business competition demand innovative, flexible and responsive solutions to emerge. Companies, especially those competing on the global scale, have to consider innovations as a key goal, a powerful influence on organisational performance and a strategy which creates a sustainable competitive advantage against a growing number of new, efficient and focused competitors. [Hal2003, p. 434] [Mum2002, p. 705] Innovation is the...



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