



Kreativitätstechniken (German Edition)

Julia Danoci

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Studienarbeit aus dem Jahr 2009 im Fachbereich Ernährungswissenschaft / Ökotrophologie, Note: 1,3, Hochschule Niederrhein in Mönchengladbach, Veranstaltung: Produktentwicklung, Sprache: Deutsch, Abstract: Kreative Ideen und Innovationen sind für die Mehrheit der Unternehmen entscheidende Wettbewerbsfaktoren und wichtig zur Sicherstellung des Unternehmenserfolgs.

Den Zusammenhang zwischen Kreativität und Innovation kann man folgendermaßen ausdrücken [BACKERRA, MALORNY, SCHWARZ 2002]:

Innovationsfähigkeit = Ideenfindung (Kreativität) + Ideenrealisierung

In der heutigen Zeit gleichen sich Produkte und Dienstleistungen immer mehr an. Nur noch durch stetige Innovationsbemühungen können Wettbewerbsvorteile erzielt werden.

Trotzdem gibt es nur wenige Unternehmen die Kreativität gezielt fördern. Das Suchen und Finden neuer Ideen wird oft dem Zufall überlassen [SCHERER 2007].

In den letzten Jahrzehnten wurden eine ganze Reihe von Kreativitätstechniken entwickelt.

Sie sind eine produktive Möglichkeit um Kreativität im Unternehmen gezielt zu fördern.

Die nachfolgende Abbildung stellt dar wie man von der Absicht zur Innovation gelangt.

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