



The Significance of Innovation for Business

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Grin Verlag GmbH Apr 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Essay from the year 2011 in the subject Business economics - Business Management, Corporate Governance, printed single-sided, grade: High Distinction , Victoria University of Technology, Melbourne (Faculty of Business and Law), course: Management and Organisational Behaviour, language: English, abstract: The ability to create innovative products represents a strong growth engine for almost all companies in different industries. A high level of innovation is one of the core attributes of any successful and continuously growing company. Any company has to rapidly develop new services, products and processes in order to compete with the advancing business market. This essay aims to explain the crucial significance of innovation for business by defining the term innovation and assessing its importance by giving an example from the company Apple Inc. Moreover it outlines the differences between innovation and change as well as invention. The lighting of the topic from a shareholder perspective follows at the end. 32 pp. Englisch.

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