



Open Innovation and the Stage-Gate Process: A Revised Model for New Product Development

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- PROZESS:
1. Ziel
 2. Analyse
 3. Strategie
 4. Implementierung
 5. Evaluation
 6. Feedback

Quellen:

1. The Case Solutions, 2018, p. 10

2. The Case Solutions, 2018, p. 11

3. The Case Solutions, 2018, p. 12

4. The Case Solutions, 2018, p. 13

5. The Case Solutions, 2018, p. 14

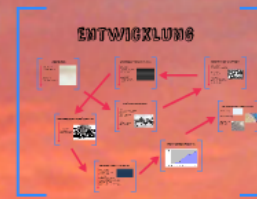
6. The Case Solutions, 2018, p. 15

7. The Case Solutions, 2018, p. 16

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- Illustration:**
1. Allgemein
 2. Szenario
 3. Ziele
 4. Identifizierung
 5. Bewertung
 6. Entwicklung
 7. Implementierung
 8. Evaluation
 9. Quellen

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- Quellen:**
- 1. Chesbrough, H. (2003). Open Innovation: The New Imperative for Creating and Profiting from Intellectual Property. Harvard Business Review, 81(3), 56-65.
 - 2. Chesbrough, H. (2006). Open Innovation: The New Paradigm for Organizational Innovation. MIT Press.
 - 3. Chesbrough, H. (2007). Open Innovation: The New Imperative for Creating and Profiting from Intellectual Property. Harvard Business Review, 85(12), 57-68.
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 - 18. Chesbrough, H. (2022). Open Innovation: The New Paradigm for Organizational Innovation. MIT Press.
 - 19. Chesbrough, H. (2023). Open Innovation: The New Imperative for Creating and Profiting from Intellectual Property. Harvard Business Review, 101(12), 57-68.
 - 20. Chesbrough, H. (2024). Open Innovation: The New Paradigm for Organizational Innovation. MIT Press.



GLIEDERUNG:

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1. Allgemein

1.1 Lage

1.2 Allgemein

1.3 Name

1.4 Sehenswürdigkeiten

2. Naturraummodell

3. Entwicklung

4. Heutige Situation

4.1 Wirtschaft

4.2 Infrastruktur

5. Probleme

6. Quellen



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INFORMATIONEN:

Thecasesolutions.com

- bedeutendste Industriestadt Chinas
- 3. Größte Millionenstadt
- wichtiger Verkehrsknotenpunkt + bedeutendes Kultur- + Bildungszentrum

Fläche: 6.340,5 km² (Stand: 2012)

Höhe: 4m ü.M.

Einwohner: 23.019.148 (Stand: 2010)

Dichte: 3.630,5 Ew./km²



NAME:

SHÀNG - "auf", "hoch gelegen", "oberhalb plaziert"

HAI - "Meer"

→ "Stadt über dem Meer"

umgangssprachlich: „Tor zur Welt“, „Paris des Ostens“,
„Drachenkopf-Metropole“ oder „Perle des Orients“

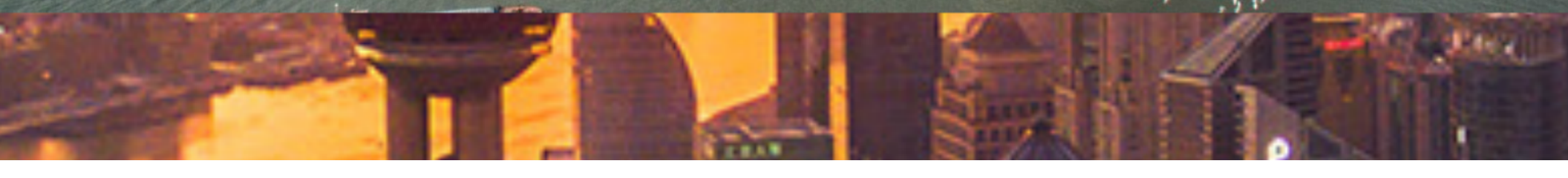
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"der Bund"



"Pudong"

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"Jinmao - Tower"



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