



# Methoden zur Ideenfindung (German Edition)

*Nadina Ehnle*

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## **Methoden zur Ideenfindung (German Edition) Nadina Ehnle**

Studienarbeit aus dem Jahr 2000 im Fachbereich Organisation und Verwaltung, Note: 2, Hochschule Heilbronn (Studiengang Fertigungsbetriebswirtschaft und Unternehmensführung), Veranstaltung: Proseminar, Sprache: Deutsch, Abstract: Um heutzutage als Unternehmung die Chance zu haben im harten Wettbewerb mit anderen Unternehmen bestehen zu können, muß es auf kreatives Potential von Mitarbeitern zurückgreifen können.<sup>1</sup> Leider wissen jedoch momentan die wenigsten mit dieser Fähigkeit umzugehen, da in der Vergangenheit diese kaum geschult wurde und es somit nun am allgemeinem Verständnis für sie mangelt.<sup>2</sup> Thom definiert die „Kreativität“ im Zusammenhang mit Innovation als „die entwickelbare Fähigkeit zu Denkopoperationen, die durch eine Kombination von bekannten Elementen zu einer neuen, dem denkenden Subjekt bisher unbekanntem Einheit führen.“<sup>3</sup> Solch ein Denkprozeß läßt sich typischerweise in die folgenden fünf Phasen gliedern.

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