



Customer Knowledge Management in der Konzeptphase der Neuproduktentwicklung (Kundenmanagement & Electronic Commerce) (German Edition)

Florian Böckermann

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Die kontinuierliche Entwicklung und Vermarktung von Neuprodukten ist eine zentrale Voraussetzung für den nachhaltigen Geschäftserfolg von Unternehmen. Dabei ist die Generierung sowie sorgfältige Verarbeitung und Nutzung des Kundenwissens essenziell. Auf Basis theoretischer und empirischer Erkenntnisse sowie einer qualitativen Studie entwickelt Florian Böckermann ein Customer Knowledge Management (CKM)-Konzept, in welchem das im Rahmen der Neuproduktentwicklung besonders relevante spezifische Wissen der Kunden berücksichtigt wird. Auf Grundlage einer industrieübergreifenden empirischen Untersuchung gibt der Autor Hinweise zur Gestaltung des CKM in der Konzeptphase der Neuproduktentwicklung sowie eines Unternehmensumfeldes zur effektiven Umsetzung von CKM. Er zeigt darüber hinaus, dass CKM einen positiven Einfluss auf den Innovations- und Unternehmenserfolg besitzt.

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