



Ambidexterity: Innovationsstrategie für Dienstleister (German Edition)

C. F. Dobner

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Spätestens seit der Weltfinanzkrise gilt es innovative Ansätze zu finden, um auch als Dienstleister weiterhin erfolgreich zu sein. Dies erfordert ein Gleichgewicht zwischen einerseits notwendigen Innovationen, um das bestehende Geschäftsmodell zu verfeinern und zu verbreiten und somit Unternehmensstabilität und Identität zu wahren und andererseits radikaler Neuerungen, um neue Marktbedürfnisse zu generieren. Für diese Balance gilt es eine ambidextre Innovationsstrategie zu entwickeln. Unter dem aus dem lateinischen stammenden Begriff Ambidexterität ist in diesem Zusammenhang Beidhändigkeit zu verstehen.

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