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STRATEGIC CONSEQUENCES OF CO-EVOLUTIONARY LOCK-IN: INSIGHTS FROM A LONGITUDINAL PROCESS STUDY



GRIN Verlag Mai 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay aus dem Jahr 2011 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,7, Leuphana Universität Lüneburg (Innovation Management), Sprache: Deutsch, Abstract: In this paper we want to review the article of Burgelman (2008): Strategic Consequences of Co-Evolutionary Lock-In: Insights from A Longitudinal Process Study. Starting by briefly stating the essential insights from this article, we will...

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