



# SystemInnovation: Die Welt neu entwerfen (German Edition)

*Bruno Weisshaupt*

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Innovation - ein häufig verwendeter Begriff. Meist meint er nur die lineare Weiterentwicklung des immer Gleichen. Bruno Weisshaupt zeigt, wie man innovatives Potenzial durch eine neue Denkweise und Systemsicht - SystemInnovation - freilegt. Ein aktuelles Beispiel für eine solche bahnbrechende Innovation ist der iPod.

Ob Handy oder Verpackungsmaschine, ob Drehtüre oder Individualverkehr: Für Bruno Weisshaupt darf echte Innovation nicht bei der Funktionalität ansetzen, sondern das Gesamtsystem muss neu entworfen werden. Innovation soll sich an Kunden und Prozessen, nicht an der Technik orientieren. Dabei spielen die neuen Informations- und Kommunikationstechnologien eine zentrale Rolle. Das Buch behandelt alle Bereiche des gesellschaftlichen und wirtschaftlichen Lebens und ist geprägt von den großen Themen der Moderne: Urbanität, Identität, Interaktion, Mobilität, Integration, Individualität, Flexibilität.

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