Motivanalyse zu Anwenderinnovationen in Online-Communities (Forschungs-/Entwicklungs-/Innovations-Management) (German Edition)

Lars Janzik

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Lars Janzik analysiert die Motivation von Mitgliedern einer innovativen, herstellerunabhängigen Online-Community aus dem Konsumgüterbereich und unterscheidet dabei Motivgruppen in Abhängigkeiten von Phasen der Mitgliedschaft. Die Ergebnisse unterstützen Unternehmen dabei Online-Communities als Instrument der Kundenintegration und der Produktentwicklung zu entdecken bzw. besser zu nutzen.

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