
Stichwortverzeichnis

A

AB, 54
Adobe, 259
Adwords-Account, 38
A. G. Lafley, 116, 189
Airbnb, 67, 68
Airbus, 11, 161
Akquisition, 5
Aldi, 135
Alessi, 176, 184, 185
Alessi, Alberto, 176
Allen, Paul, 145
Amazon, 11, 27, 56, 258
Amazon Mechanical Turk, 192, 193
Amazon Prime, 96
American Management Association, 34
Apple, 2, 5, 6, 10, 11, 33, 38, 42, 46, 52, 56,
60, 69, 77, 128, 175, 192, 216, 239
Applera, 54
Audi, 11
Ausgangslogistik, 23, 151

B

B2B, 41, 44, 88
B2C, 41, 44, 88
Babolat, 77, 78
Bang & Olufsen, 175
Barnes & Noble, 222
BASF, 11
Bausch & Lomb, 47
Bayer, 11
BCG-Matrix, 260
Bedürfnis, latentes, 101
Best Data, 33

Bezos, Jeff, 27
Big-Bang-Diffusion, 198, 199
Big Data, 64
Big-Data-Ansatz, 17, 21, 64, 71, 73, 232, 236,
239
Bloomberg, 221
Bloomberg Businessweek, 10
BMW, 11
Body Shop, 223, 224, 237
Boeing, 11, 161
Bozen, 69
Bombardier, 161
Branchenlebenszyklus, 109
BRIC-Nationen, 10
Britisch Airways, 125
Bruttoinlandprodukt, 3
Busicom, 52
BYD, 10, 162

C

Cabo 64, 33
Canon, 162
Capital One, 65
Cassini, Giovanni, 187
Celera, 54
Celera Genomics, 54
Cetus Corporation, 53
Chesky, Brian, 68
China, 10
ChotuKool, 161
Cisco, 11, 188, 189
Citi Direct BE Mobile, 70
Citigroup, 70
Clickworker, 192

CloudCrowd, 192
 Coca-Cola, 11
 CO₂-Zertifikat, 147
 Compaq, 5
 Computer Aided Design (CAD), 64
 Computertomograph (CT), 178, 179
 Conglomerate Discount, 48
 Cook, Scott, 219
 Coopervision, 47
 Crowdsourcing, 186
 Curves, 220
 Cusoo, 190, 191
 CVS, 129

D

Daimler, 11
 Danone, 104
 Dashboard, 121, 122
 Dell, 11, 12, 33, 46, 49
 Delphi-Methode, 205
 Design, empathisches, 17
 DHL, 75, 76
 Diamond Multimedia, 33
 Direktvertrieb, 11
 Discounted-Cashflow-Methode, 2, 245
 Disney, 30
 Disrupter, 127, 128
 Disruptive Innovation, 124, 126–129, 131, 138, 139, 141
 Disruptive Innovation College, 16
 Diversification Discount, 48
 Dot-com, 31
 Dow Corning, 40, 41, 43
 Dropbox, 40, 43
 DuPont, 27
 Dynamic random access memory (DRAM), 52
 Dyson, 23

E

Early Adopter, 198, 200
 eBay, 91, 133
 EBook, 96
 Eingangsl Logistik, 23, 24, 151
 Elance, 192
 Elektrokardiogramm (EKG), 165, 166
 Elixir-Gitarrensaiten, 231
 Embraer, 160, 161

Emerging Business Organization (EBO), 7, 8
 Empathisches Design, 17, 87, 100, 106, 232, 236, 239
 Entstehungsphase, 112
 Ericson, 2
 Externalität, 144, 146, 148, 151

F

Facebook, 11, 199, 258, 259
 Fairbank, Richard, 65
 Fairchild Semiconductor, 51
 Fast Retailing, 11
 FedEx, 144, 145, 236
 Festnetztelefon, 8
 Fiat, 11
 Fitness-Armband, 95
 FlixBus/Meinfernbus, 148
 Ford Motor, 11
 Fortune-100-Unternehmen, 188
 Freelancer, 192
 Freemium, 39, 40, 43
 Friedensnobelpreis, 165
 Frühe Mehrheit, 198
 Fujitsu, 52
 Fusion, 110–112, 116, 122

G

Garmin, 200
 Gartner, 81
 Gates, Bill, 144, 145, 236
 GE Capital, 51, 53
 Gebbia, Joe, 68
 Gehry, Frank, 176
 General Electric, 11, 12, 36, 42, 51, 53, 163, 165, 166, 171
 General Foods, 223
 General Motors, 11
 Generische Technologie, 21, 23–25, 27–29
 Geschäftsmodell, 12–14, 21
 Geschäftsmodellinnovation, 12, 17, 31, 33, 41, 45, 231, 234, 238
 Gillette, 38, 43
 GKN, 6
 Global Service Group, 52
 Godrey & Boyce, 160, 161
 GoGreen, 75, 76
 Google, 10, 11, 106, 140, 200, 258

Google AdWords, 132, 133, 140
 Gore, W. L., 22, 27, 231
 Grameen Bank, 165
 Grameen Stiftung, 104
 Granularitätsansatz, 17, 87, 108, 113, 119, 232, 236, 239, 246
 Grimes, Bonamy, 146
 Grove, Andy, 51
 Guru, 192

H

Hadid, Zaha, 176
 Halley, Edmond, 187
 Harman International, 55, 168, 171
 Harrison, John, 187
 Hashtag, 192
 Herfindahl-Hirschman-Index, 149, 150
 Hewlett-Packard, 5, 11, 53, 105
 Hilti, 36, 37, 41, 42, 208, 209
 Hirshberg, Jerry, 106
 Hitachi, 11, 52
 Huawei, 11, 95
 Huggies, 105
 Huygens, Christiaan, 187
 Hype Cycle, 81
 Hypercompetition, 5

I

IBM, 5, 7, 8, 10, 11, 29, 51, 52, 69, 125, 144, 145
 IKEA, 147
 illy, 176
 iMac, 192
 Immobilienmakler, 38
 Immobilienscout24, 94
 Industrie 4.0, 204
 Industriebetriebszyklus, 112, 113
 Informationsasymmetrie, 144, 148, 149
 Inkrementelle Innovation, 127, 173
 InnoCentive, 190
 Innovation
 disruptive, 124
 radikale, 174
 Innovation-Crowdsourcing-Ansatz, 18, 157, 185, 186, 188, 193, 233, 237, 240
 Innovation Mapping, 18, 87, 137, 232, 236, 240
 Innovationsdiffusion, 198

Innovationsfähigkeit, 9, 10
 Innovationsparadox, 14
 Innovationsportfolio, 262
 Intel, 11, 22, 51, 126
 International Museum of Women, 69
 Interpreter-Ansatz, 18, 157, 173, 178, 181, 233, 237, 240
 Intuit, 218, 219
 iPad, 192
 iPhone, 192
 iPod, 5, 33, 38, 42, 46, 56, 77, 192, 216, 239
 iStockphoto, 190
 iToys, 79
 iTunes, 33, 38, 42, 56, 69, 191, 192, 199

J

Jobs, Steve, 5, 29
 Johnson & Johnson, 6
 Jouret, Guido, 189

K

Kaggle, 190
 Kannibalisierungsfahr, 13
 Kerngeschäft, 6, 12, 13, 17, 21, 46, 58, 231, 236, 239
 Key Performance Indicator (KPI), 36, 44, 45
 Kimberly-Clark, 105
 KLM Royal Dutch Airlines, 125
 Kmart, 125
 Kodak Eastman, 2
 Konglomerat, 48
 Konsumkette, 17, 87, 89, 98, 132, 232, 236, 239
 Kontinuierlicher Opportunity-Recognition-Prozess, 229
 Kriterienkatalog, 245
 Kundenservice, 23, 151

L

Latentes Bedürfnis, 101–103, 108, 174
 Lauren, Ralph, 78, 79, 236
 Lead User, 197, 200–202, 204–207
 Lead-User-Ansatz, 18, 157, 197, 201, 203, 233, 237, 241
 LEGO, 49, 50, 190, 191
 Lego Ideas, 190, 191

Leistungs-S-Kurve, 82
 Lenovo, 10, 11
 Levi Strauss & Company, 2, 3
 LG, 11, 95
 LinkedIn, 40
 Louis Gerstner, 52

M

3M, 2, 11, 22, 208
 MAC 400, 166
 Macintosh, 175
 Magnetresonanztomograph (MRT), 178, 179
 MAM Babyartikel GmbH, 178
 Marionette, 29
 Marketing, 151
 Market-Space-Ansatz, 18, 157, 212, 218, 224, 234, 237, 241
 Markt, vollkommener, 143
 Marktbezogene Opportunity, 234
 Marktbezogene Tools, 17, 88, 229, 232, 236, 239
 Marktforschung, 100, 106
 Marktunvollkommenheiten, 18, 87, 142, 233, 236, 240
 McDonald's, 11, 257, 258
 ME2, 79
 Medici-Effekt, 180
 Mehrheit
 frühe, 198
 späte, 198
 Mercedes-Benz, 55
 Microsoft, 10, 11, 136, 139, 140, 144, 145, 183, 259
 Milliken and Company, 6
 MinuteClinic, 129
 Mobilfunktelefon, 8, 11, 13
 Monopolsituation, 144, 147, 148, 152
 Moore, Gordon, 51
 Morris, Nigel, 65
 Morsezeichen, 101
 Motorola, 2, 52
 MP3-Spieler, 5
 Multi-Business-Unternehmen, 48

N

Nachzügler, 198
 Nadal, Rafael, 78
 NEC, 52

Nespresso, 39
 Nestlé, 11, 39, 223
 Netflix, 35, 36, 67, 68, 141, 142
 Netflix Screening Room, 68
 Newton, Isaac, 187
 Nike, 11, 56, 77
 Nike+, 77
 Nintendo, 136, 183, 184
 Nintendo Wii, 135, 136
 Nippon Steel, 162
 Nissan, 105, 106
 Nokia, 2, 11, 46
 Noyce, Robert, 51
 Nucor, 147
 Nutzerinnovation, 102
 NyTimes.com, 40

O

Öffentliches Gut, 144, 148
 Olympic Snack, 202
 Online-Marketing-Agentur, 38
 Opportunity
 marktbezogene, 234
 produktbezogene, 234
 Opportunity-Recognition-Prozess in Workshop-format, 229
 Oracle, 11
 Outsourcing, 186

P

Patent, 8, 9, 23, 249
 PayPal, 92, 258, 259
 PerkinElmer, 53
 Philips, 11, 178, 179
 Pixar, 29
 Planungszyklus, 22
 Play Pure Drive System, 78
 Portfolio-Ansatz, 245, 259
 Portfolio-Momentum, 110, 116
 Portfoliowachstum, 109
 Preiskorridor der Massen, 247, 248
 Procter & Gamble, 2, 11, 15, 16, 116–118, 137, 188, 189, 223
 Produktbezogene Opportunity, 234
 Produktinnovation, 13
 Produktion, 23, 151
 Produktlebenszyklus, 255

Produkt-Trend-Ansatz, 17, 21, 74, 75, 80, 232, 236, 239

Proprietäres Wissen, 150

Prozesssicht, 24

PTFE, 27

Pyramiding, 206, 207

Q

Quicken, 218, 219

R

Radikale Innovation, 174

Radiotechnologie, 101

Rasierklingenmodell, 38, 43

Reed Hastings, 141, 142

Reifegrad, 82

Reifephase, 15, 113

RenderMan, 29, 30

Ressourceneinsatz, 238

Reverse-Innovation-Ansatz, 18, 157, 163, 170, 233, 237, 240

Rhodia, 123

RingMaster, 29

Rio, 33

Risikopotenzial, 13

Roebuck, Alvah Curtis, 125

R-W-W-Screening, 249, 251

S

S&P 500 Index, 66

Salesforce.com, 11

Samasource, 192

Samsung, 2, 11, 95

Sanger, Larry, 186

Scheiterwahrscheinlichkeit, 260

Schindler, 234, 235

Schneeballprinzip, 206

Schrumpfungsphase, 113

Screening, 206, 207

Sears, Richard Warren, 125

Sears, Roebuck and Company, 125

Seattle Computer Products, 145

Shell, 11

ShortTask, 192

Siemens, 10, 11

Signet Bank, 66

Silicon Valley, 263

S-Kurven-Modell, 112

Skype, 39, 41, 43

Skyscanner, 146

Smith, Barry, 146

Smith, Fred, 144

SoftBank, 11

Solvay, 123, 124

Sony, 10, 11, 136, 162, 183

Southwest Airlines, 241

Späte Mehrheit, 198

Spotify, 40

Stall point, 2, 5, 6, 8, 14

Standard & Poor's, 213

Starbucks, 11, 223

Start-up, 8, 9, 31, 38, 42, 82

Start-up-Phase, 14

StickK.com, 76

Substitutionskurve, 135

Sun, 53

Swiffer, 137

T

Tata Group, 11

Tecent Holdings, 11

Technologie-Anwendungsmatrix, 17, 21, 23, 24, 27–29, 31, 231, 234, 238

Technologie, generische, 21

Technologie-Planungsprozess, 24

Technologieportfolio, 25

Technology-Push-Lead-User-Ansatz (T-PLUC), 198, 210

Telefon, 8

Tesla, 11, 129, 130

Tesla Motors, 11

Thermomix, 54

Thiel, Peter, 258, 263

Tim Patterson, 145

TomTom, 70, 200

Tony White, 53

Tools

marktbezogene, 17

umweltbezogene, 17

unternehmensbezogene, 17

TopCoder, 190

Toyota, 11, 162, 169

Transaktionskosten, 143

Twitter, 192, 199

U

Uber, [93](#), [129](#), [130](#)
Übernahme, [110–112](#), [116](#), [122](#)
Umweltbezogene Tools, [17](#), [18](#), [158](#), [229](#), [233](#),
[237](#), [240](#)
Unilever, [11](#)
Universität, [10](#)
Unternehmensbezogene Tools, [17](#), [21](#), [22](#), [229](#),
[231](#), [234](#), [238](#)
Unternehmenskultur, [15](#), [16](#)
UPS, [56](#), [57](#), [145](#)
Upwork, [192](#)
US Postal, [145](#)
Uvex, [25](#), [26](#)

V

Venture Capital, [82](#), [109](#), [263](#)
Verizon, [191](#)
Vertrieb, [23](#)
Vision, [15](#)
Vivendi, [46](#)
Vodafone, [70](#)
Volkswagen, [11](#)
Vollkommener Markt, [143](#)
Vorwerk, [53](#), [54](#)
VW Käfer, [159](#)

W

Wachstumschance, [237](#)
Wachstumsphase, [14](#), [15](#), [112](#)
Wales, Jimmy, [186](#)
Walmart, [11](#), [125](#)
Wertschöpfungskette, [12](#), [23](#), [56](#), [59](#), [151](#)
Wikipedia, [126](#), [186](#)
Williams, Gareth, [146](#)
Wissen, proprietäres, [150](#)
Workshopformat, [16](#)

X

Xerox, [32](#), [144](#)
Xiaomi Technologies, [10](#), [11](#)
XING, [39](#), [43](#)

Y

Yahoo, [11](#)
Yale, [144](#)
YourEncore, [190](#)
YouTube, [199](#)
Yunus, Muhammad, [165](#)

Z

Zara, [34](#)
Zero-Based-Budgeting, [122](#)