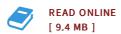# An evaluation of the relevance of corporate venture capital investment as a means for diversified high technology concerns to sustain competitiveness

By Karsten Jennissen

Diplom.De Jul 2001, 2001. Taschenbuch. Book Condition: Neu. 210x148x7 mm. This item is printed on demand - Print on Demand Titel. Neuware - Diploma Thesis from the year 1999 in the subject Business economics - Investment and Finance, grade: 1,7, Aachen University of Applied Sciences (Wirtschaft), language: English, abstract: Inhaltsangabe:Abstract: This paper evaluates how corporate venture capital investment can contribute to sustaining the competitiveness of large high technology concerns. In the first section the author sets the framework by explaining terminology in the context of technolgy and innovation as well as the market for technology companies. In addition, general issues regarding technology companies and their market environment are discussed. To obtain a means of evaluation, then issue of competitiveness of high technology concerns in the current market situation is examined in general. Competitiveness is discussed and explained by reviewing a substantial amout of literature along a framework developed by Feurer and Chaharbaghi. The chapter culminates in developing an approach to sustaining competitiveness for high technology concerns. As the aspects that determine competitiveness cover a broad spectrum, this section is the main part of the paper. Once an approach to sustaining competitiveness has been developed the third and last part examines...

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