



Innovation Strategy and Firm Performance: An empirical study of publicly listed firms (Betriebswirtschaftliche Studien in forschungsintensiven Industrien)

Nanja Strecker

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Innovation Strategy and Firm Performance: An empirical study of publicly listed firms (Betriebswirtschaftliche Studien in forschungsintensiven Industrien) Nanja Strecker

Nanja Strecker answers the question to what extent there is a relation between innovation strategy and a firm performance. The comprehensive empirical research consists of primary research complemented with secondary data and capital market data, making the outcome highly reliable.

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