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GRIN Verlag Mai 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay aus dem Jahr 2011 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,7, Leuphana Universität Lüneburg (Innovation Management), Sprache: Deutsch, Abstract: In this paper we want to review the article of Burgelman (2008): Strategic Consequences of Co-Evolutionary Lock-In: Insights from A Longitudinal Process Study. Starting by briefly stating the essential insights from this article, we will then continue with a critique on the main statements of Burgelman and his article in general. Finally, we will discuss possible implications of the concept of coevolutionary lock-in and introduce the case of General Motors as another example where the concept of coevolutionary lock-in might be suitable. 16 pp. Deutsch.

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