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### Business and Management : Innovation/Technology Management

Bakırcı, F., Heupel, T., Kocagöz, O., Özen, Ü. (Eds.)

# German-Turkish Perspectives on IT and Innovation Management

## Challenges and Approaches

### • A comprehensive overview

This book includes papers presented at the 2nd Economic forum: German-Turkish perspectives on IT and Innovation Management at the FOM in Munich, organized by the FOM University of Applied Sciences and Atatürk University Erzurum. Patron of the conference was Prof. Dr. Johanna Wanka, Federal Minister for Education and Research. To mark the German-Turkish year of science, both countries picked out global and societal challenges as a central theme and explored solution strategies as well as their implementation in new technologies and innovations. The papers discuss the effects of new technologies and innovations from different perspectives – from IT management, banking and finance to the special challenges of SMEs.

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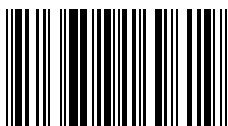
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