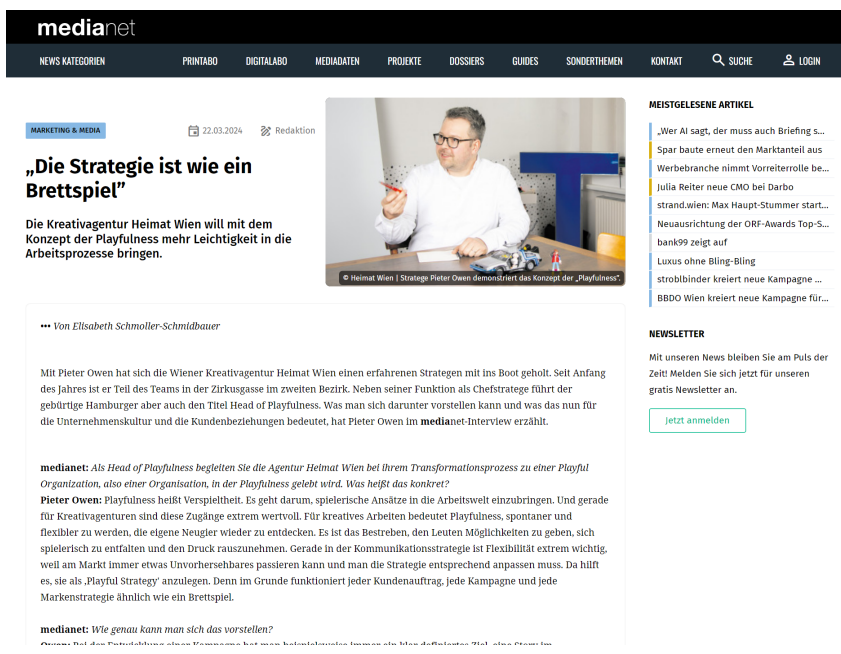


Web Clipping

Datum: 22.03.2024
Medium: Medianet Online
Suchbegriff: Heimat Wien
Url: <https://medianet.at/news/marketing-and-media/die-strategie-ist-wie-ein-brettspiel-59593.html>



The screenshot shows the article page on medianet.at. The header includes the medianet logo and navigation links for NEWS KATEGORIEN, PRINTABO, DIGITALABO, MEDIADATEN, PROJEKTE, DOSSIERS, GUIDES, SONDERTHEMEN, KONTAKT, SUCH, and LOGIN. The article title is „Die Strategie ist wie ein Brettspiel“ by Elisabeth Schmolter-Schmidbauer, dated 22.03.2024. The article text discusses the concept of Playfulness in business strategy, featuring an interview with Pieter Owen, CEO of Heimat Wien. A photo of Pieter Owen is included. On the right, there is a 'MEISTGELESENE ARTIKEL' section with a list of related articles and a 'NEWSLETTER' sign-up box.