

Web 2.0: Chancen Für Unternehmen - , Dominik Jauss

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Im Jahre 2000 platzte die große Internet-Blase und hinterließ Zweifel, vor allem bei Kapitalanlegern, ob das Internet nicht nur ein überschätzter Hype war. Plötzlich zogen sich die großen Kapitalgeber aus der Branche zurück, denn der eingefahrene Verlust war teilweise immens. Dennoch hatte auch diese Entwicklung positive Folgen: Diese Börsenexplosion trennte die Streu vom Weizen. Neue, revolutionäre Projekte entstanden und brachten viele Web-Unternehmen nicht nur zurück zu ihrem Aktienwert vor 2000, sie prägte zudem auch ein neues Zeitalter der Wahrnehmung von Internetanwendungen. Seit Tim O'Reilly in seinem Artikel 'What is Web 2.0' vom 30. September 2005 den Begriff 'WEB 2.0' geprägt und definiert hat, ist die Internet-Welt in Aufruhr. Eine völlig neue Sichtweise der Möglichkeiten des Internets belebt den Geist der Entwickler: Der User soll nicht nur Leser sein sondern aktiv mitgestalten. Aus dieser Ausgangssituation heraus ergibt sich die Frage, welche Möglichkeiten sich für Unternehmen aller Branchen mit dieser neuen Sichtweise ergeben.[...] Author: Joos, Matthias Author: Jauss, Dominik Author: Bauer, Steven Publisher: GRIN Verlag Illustration: N Language: GER Title: Web 2.0: Chancen für Unternehmen Pages: 00027 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640255184 Category: Business & Economics : General

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