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In today's world, businesses are faced with a quickly changing, hyper-competitive environment. Technology has become so intertwined into everyday life that as it is rapidly developed, organizations are forced to either adapt or be forgotten. Competitive advantages for today's businesses can often be found in the efficient and effective use of new technologies. Even mature industries and leaders, of those mature industries, that once dominated the marketplace have to adapt or risk falling like Goliath to David.

Essay aus dem Jahr 2003 im Fachbereich Wirtschaft - UnternehmensfÃ¼hrung, Management, Organisation, University of Phoenix, 10 Quellen im Literaturverzeichnis, Sprache: Englisch. Author: Wylie, Kimberly Publisher: GRIN Verlag Illustration: N Language: ENG Title: Case Study: EncyclopÃ¤dia Britannica Pages: 00011 (Encrypted PDF) On Sale: 2006-01-01 SKU-13/ISBN: 9783638543552

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