

Erfolgreiche Unternehmens- Und Marketingkonzepte: Das Beispiel Google - Melanie Kiecker

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'Es gibt noch keine Untersuchung zur Frage, wie oft etwa bei deutschsprachigen Studierenden eine wissenschaftliche Recherche mit Google beginnt. Ich wage die Behauptung, dass weit über 90% aller Recherchen für akademische schriftliche Arbeiten und Referate mit der Suchmaschine starten.' Google weiß alles, aber wer weiß etwas über Google und sein Erfolgsgeheimnis? Innerhalb von weniger als 9 Jahren hat sich das einstige Studentenprojekt zu einem Quasi-Monopolisten auf dem Suchmaschinen-Markt etabliert und sich von seinen Wettbewerbern in vielen Punkten abgesetzt. Welche Aspekte Google zu einem so erfolgreichen Unternehmen verholfen haben, sollen im Folgenden die Marketinginstrumente 'Strategisches Dreieck' und 'Marketing Mix' verdeutlichen. Bei der Analyse des Wettbewerbs liegt der Fokus auf dem Suchmaschinenmarkt. Author: Kiecker, Melanie Publisher: GRIN Verlag Illustration: N Language: GER Title: Erfolgreiche Unternehmens- und Marketingkonzepte: Das Beispiel Google Pages: 00019 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640507412 Category: Business & Economics : Marketing - General

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