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Mit dem Wandel der Märkte von herstellerorientierten zu kundenorientierten Markt sowie einer unabsehbaren Dynamik und einer fortschreitenden Komplexität dieser Märkte werden zahlreiche Anforderungen an das dauerhafte Bestehen einer Unternehmung gestellt. Eine Möglichkeit, dem Wandel nicht nur entgegenzutreten, sondern ihn als Chance zu nutzen, Stärken aus- und Schwächen abzubauen, bietet die Anwendung moderner Informations- und Kommunikationssysteme. Der Durchbruch des Online-Shoppings erfolgte auf Basis erster Erfolge und Erfahrungen in den USA. Von diesem Pionierland aus wurden die Geschäftsideen nach und nach auf weitere Länder übertragen. In Deutschland ist der verzögerte Einstieg in die Online-Welt darin begründet, dass die Verfügbarkeit von Computern in den privaten Haushalten sowie die Fertigkeiten im Umgang mit komplexen Anwendungen und mit Netztechniken nicht in dem Maße vertreten waren wie in den USA. Author: Hartung, Robert Author: Korn, Daniel Author: Eckhardt, Luana Publisher: GRIN Verlag Illustration: N Language: GER Title: Amazon- Handel im Hyperwettbewerb: Handel im Hyperwettbewerb Pages: 00048 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638336680 Category: Business & Economics : Management - General

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