

Die Entstehung Und Entwicklung Des Versandhandels In Deutschland - Tilmann Jaeger

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[...] Die Arbeit gibt einen groben Einblick in die Entstehung und Entwicklung des Versandhandels. Der Schwerpunkt liegt dabei auf der expansiven Ausbreitung der Branche in Deutschland nach dem 2. Weltkrieg. Neben dem klassischen Versandhandel wird auch dessen moderne Form, der E-Commerce, in die Untersuchung einbezogen. Hierbei soll vor allem vermittelt werden, welche Faktoren jeweils den Aufschwung des Versandhandels alter und neuer PrÄfÄgung begÄfÄ¼nstigt haben und in welcher Beziehung diese beiden Formen heute zueinander stehen. [...] Author: Jaeger, Tilmann Publisher: GRIN Verlag Illustration: N Language: GER Title: Die Entstehung und Entwicklung des Versandhandels in Deutschland Pages: 00027 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638391481 Category: Business & Economics : General

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