

# Radio Frequency Identification Technologie (rfid) - Anwendungsmöglichkeiten, Chancen Und Risiken: Anwendungsmöglichkeiten, Chancen Und Risiken - Alexander Thelen

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In der vorliegenden Arbeit wird zu Beginn auf die technischen Eigenschaften der RFID-Technologie sowie auf deren Entwicklungsgeschichte eingegangen. Anschließend werden die verschiedenen Einsatzgebiete anhand von Beispielen erläutert. Am Ende der Arbeit werden einige Chancen und Visionen ebenso wie die Risiken der Technologie aufgezeigt. Laut einer Studie halten 83 % der dort befragten Unternehmen die RFID-Technologie für strategisch wichtig, wenn es um die Entwicklung ihres Geschäftes geht. Jedoch wird es meist als Marketing-Plattform genutzt, um das Unternehmen innovativ zu positionieren. 18% der befragten Unternehmen planen im Jahr 2004 mehr als 500.000 EUR in die Erprobung der Technologie zu investieren. Die Entwicklung ist rasant. Wurden 2003 weltweit rund eine Milliarde RFID-Chips produziert, sollen es 2009 schon 45 Milliarden sein. Author: Thelen, Alexander Publisher: GRIN Verlag Illustration: N Language: GER Title: Radio Frequency Identification Technologie (RFID) - Anwendungsmöglichkeiten, Chancen und Risiken: Anwendungsmöglichkeiten, Chancen und Risiken Pages: 00024 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638390798 Category: Business & Economics : Marketing - General

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