

Internet Als Instrument Der Marktforschung - Corinna Amrhein

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Diese Seminararbeit handelt vom Internet als Instrument der Marktforschung und zeigt die Möglichkeiten und Grenzen des Internets auf. Sie beinhaltet einen praktischen Teil, der die Möglichkeiten einer Internet- Befragung für ein neues Modelabel beschreibt. Die Begriffe Internet-Nutzer und User werden synonym verwendet. Das Internet ist ein physikalisches Netzwerk, das Computer weltweit miteinander verknüpft (VGL. CHAFFEY U. A. 2001, 34). Das amerikanische Verteidigungsministerium nahm im Jahre 1969 ein ausfallsicheres Computernetzwerk in Betrieb, bei dem selbst ein Teilausfall die Funktionsfähigkeit des Gesamtnetzes nicht beeinträchtigt. Im Laufe der Jahre kamen immer mehr Rechner zu militärischen und wissenschaftlichen Zwecken dazu. Das Internet besteht aus zehntausenden von einzelnen Netzen, die miteinander verknüpft sind (VGL. KRONENBERG 1996, 284F). Durch die Entwicklung der Benutzeroberfläche des World Wide Web Anfang der 90er wurde das Internet auch zu wirtschaftlichen Zwecken genutzt und der Internet-Boom nahm seinen Anfang (FRITZ, 2000, 26F). Laut der ARD/ZDF-Online-Studie 2002 nutzt jeder zweite Erwachsene in Deutschland das Internet. [...]Author: Amrhein, Corinna Publisher: GRIN Verlag Illustration: N Language: GER Title: Internet als Instrument der Marktforschung Pages: 00041 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638384377 Category: Business & Economics : Marketing - General

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