

Elektronische Marktplätze Als Zusätzlicher Absatzweg: Eine Chance Für Den Vertrieb - Marcus Meixner

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Das Internet hat sich wie kein anderes Kommunikations- oder Informationsmedium in den letzten Jahren entwickelt und ein Ende dieses Fortschritts ist nicht in Sicht. Das World Wide Web fördert in besonderem Maße den Ausbau von Absatzgebieten für Unternehmen und begünstigt die Transparenz von Märkten. Die dynamische Entwicklung des Internets hat in den letzten Jahren immer mehr Einzeln in die Prozesse der Unternehmen in der weltweiten Wirtschaft erhalten. Die Nutzung von On-line-Technologien hat sich im Geschäftsleben, besonders in den USA und Europa, stark entwickelt. Mehr als 90% der deutschen Betriebe sind im Internet vertreten. Bei den kleinen und mittelständischen Betrieben sind es rund 80%. Diese Zahlen zeigen deutlich, welche Rolle E-Commerce in der heutigen Geschäftswelt spielt. Diese Arbeit wird die Grundsätze und die Ziele offener Marktplätze darlegen. Sowohl bestimmte Vorbereitungen und Voraussetzungen, als auch Standards werden hier erläutert. Als Beispiel für die einheitliche Kennzeichnung von Waren und Dienstleistungen wird das Klassifikatit. Author: Meixner, Marcus Publisher: GRIN Verlag Illustration: N Language: GER Title: Elektronische Marktplätze als zusätzlicher Absatzweg: Eine Chance für den Vertrieb Pages: 00015 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640752096 Category: Business & Economics : General

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