

Fallstudie Deutscher Fernsehmarkt - Kerstin Dittmann

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Fallstudie Fernsehmarkt! Ist das nun eine gute Nachricht oder das Signal für eine Krise? Der Internet Konzern Google übernimmt ein Unternehmen mit 67 Mitarbeitern und bezahlt dafür etwa 1,65 Milliarden Dollar.' Dies waren die einflussreichen Worte der Zeitschrift 'Die Zeit' zur Übernahme von YouTube durch Google im Jahre 2006. Seither wurde der Medienmarkt auf den Kopf gestellt. Im Rahmen der vorliegenden Fallstudie wird sich der Medienlandschaft aus einem etwas anderen Blickwinkel genähert. Im ersten Teil wird die Medienlandschaft beschrieben. Anhand der Ausführungen wird dem Studenten eine konkrete Aufgabe zur Analyse des Fernsehmarktes gestellt. Im zweiten Teil der Arbeit wurde eine so genannte Teachinnote erstellt, anhand derer dem Unterrichtenden eine Musterlösung an die Hand gegeben wird. Author: Dittmann, Kerstin Publisher: GRIN Verlag Illustration: N Language: GER Title: Fallstudie deutscher Fernsehmarkt Pages: 00047 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640517213 Category: Business & Economics : Management - General

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