

E-Business im Export



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Reviews

The ebook is fantastic and great. I am quite late in start reading this one, but better then never. Your life period will probably be convert as soon as you comprehensive reading this ebook.

(Dr. Albertha Hoppe)

E-BUSINESS IM EXPORT



Betriebswirt.-Vlg Gabler Dez 2015, 2015. Taschenbuch. Condition: Neu. Neuware - Die Autoren dieses essentials bereiten die wesentlichsten Aspekte des Einsatzes von E-Business-Technologien für das Exportgeschäft in kompakter Weise auf und bieten Denkanstöße und Instrumente für dieses Zukunftsthema. Es werden die wesentlichen Themenfelder behandelt, die von Unternehmen im Rahmen ihrer E-Business-Aktivitäten zu beachten sind, um damit auf internationalen Märkten erfolgreich tätig sein zu können. Im Zentrum stehen dabei die Entwicklung einer Internet-Exportstrategie und die Anpassung der Geschäftsmodelle, die exportorientierte Gestaltung des eigenen Webauftritts, die Kundengewinnung und das Marketing über das Internet sowie die operative Abwicklung des Auslandsvertriebs im Rahmen des E-Business. 46 pp. Deutsch.



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