Small and medium-sized enterprises, globalization and the internet



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Reviews

Extensive manual! Its such a great read. It really is loaded with knowledge and wisdom You wont really feel monotony at at any time of your time (that's what catalogs are for regarding if you ask me).

(Myrl Hintz)

SMALL AND MEDIUM-SIZED ENTERPRISES, GLOBALIZATION AND THE INTERNET



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Diplom.De Dez 2002, 2002. Taschenbuch. Book Condition: Neu. 210x148x8 mm. This item is printed on demand -Print on Demand Titel. Neuware - Master's Thesis from the year 2002 in the subject Business economics -Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Applied Sciences Nuremberg (Betriebswirtschaft), language: English, abstract: Inhaltsangabe: Abstract: The last decade was characterized by mainly to major developments. The first was the ongoing globalization of the markets. A development that was not absolutely new in the nineties, since it is already progressing since the fifties. But it was in recent years when this development gained such an unprecedented momentum and dynamics, which most people and enterprises were just not prepared for. The second was the emerge of the Internet and the following e-hype about the new economy. Larry Downes named both in his much considered article Behind Porter as two of three new driving forces and influencing factors for the economic affairs of the new century. And he might probably be right. Although one of them suffered quite a setback at the end of the nineties when the Internet bubble finally busted. But if one looks on the technological developments taking place then there is no doubt, that the Internet will continue its triumphal procession. Certainly in a different way as it did in the last decade. And probably it will not constitute a new economy, but it certainly will extremely change the old one. The same is true for globalization, although its effects are maybe not that obvious. But the trend towards one global market is obvious. The last event in that respect was probably the Peoples Republic of China entering the World Trade Organization and opening thereby up its markets for foreign enterprises. Before that background and as policy-makers and...



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