



Herausforderungen des Internet für das Marketing (German Edition)

Thorsten-Kay Schick

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Studienarbeit aus dem Jahr 2001 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,0, Fachhochschule Ludwigshafen am Rhein , 45 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: „In a networked world, I can ignore geographical limits to my shopping. It changes the nature of competition.“

Bill Gates

1 Einleitung

1.1 Problemstellung und Abgrenzung

Trotz der langsam weichenden Euphorie um das neue Medium Internet, was sich nicht zuletzt in den stark zurückgekommenen Aktienkursen der „New Economy“ widerspiegelt, ist der Zusammenschluß von zehntausenden Computernetzwerken noch immer in einer rasanten Wachstumsphase.

Diese Entwicklung stellt das Marketing vor eine Vielzahl von neuen

Herausforderungen, die in dieser Arbeit aufgezeigt und für die

Lösungsvorschläge erarbeitet werden sollen. Da sich der klassische Marketing-Mix nicht uneingeschränkt auf das Online-Marketing übertragen läßt, sollen durch diese Arbeit Anregungen gegeben werden, wie ein Marketingkonzept erfolgreich realisiert werden kann. Dabei wird sich im wesentlichen auf den klassischen Ansatz des Marketing-Mix (4 P's nach Mc Carthy) konzentriert und weitere Bereiche des Marketing, beispielsweise die Marktforschung, werden

ausgeklammert. Der interessierte Leser sei aber auf die aktuelle Ausgabe der Zeitschrift Media und Marketing, Heft 2/2001 verwiesen, in der sich ausführliche Berichte zum Thema Online-Marktforschung finden.

[...]

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