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inhaltsangabe abstract the expectations for m commerce are very high the mobile user seeks for facilitation of his daily habits and companies anticipate generating high revenue stream through new mobile applications after telecommunication companies have paid high prices for the umts licenses in europe m commerce has started to be the new hype in those countries which did not have auctions but beauty contests m commerce has been also shifted into the spotlight although m commerce is still in its infancy it predicts to have a huge impact on many ways of people s lives new buzz words like anywhere and anytime have evolved in order to describe the great potential of m commerce growth opportunities in terms of new arising mobile business models seem promising but only the future will be able to answer the question of success mobile devices offer a broad range of opportunities from entertainment service e g music games or video up to transactions e g banking shopping auctions it is still unclear if all the emerging opportunities can be commercialized successfully nevertheless many scenarios of how the world could be like in the future have been made below an excerpt of the daily routine

of a future mobile user is presented nancy d amato prepares to leave her office just before five o'clock she uses her mobile phone for a quick check of the local weather forecast sees that fines conditions are expected for the evening and decides to leave her umbrella by her desk nancy is due to meet her boyfriend peter at seven o'clock so she has two hours in town to waste as soon as the clock reaches five she receives a text message telling her that the bar across the street has a happy hour when drinks are cheaper nancy deletes the message almost without reading it she has given her mobile service provider permission to send her unsolicited local promotional messages after five otherwise she would have to pay a higher subscription rates but that does not mean she actually has to read the message does it five minutes later another message arrives with a coupon offering a discount at the local branch of her favorite coffee bar she shows the coffee shop attendant the numbered message on her phone's screen and he keys in the number on the till when charging for the coffee now comfortably seated with her cappuccino nancy begins to plan her evening she uses her mobile to check which movies are showing nearby after seven

africa is a continent on the upswing developing great economic momentum if german companies want to participate in africa's upswing they need to be familiar with some special features this book shows the way to successful business in africa it is a practical yet scientifically based guide for all entrepreneurs and economically interested parties who want to be successful in africa it combines the experience of many companies with the scientific perspective and findings of the centre for business and technology in africa at flensburg university of applied sciences in the 2nd edition new developments on the african continent are taken up and current answers are given to the classical questions which each actor must answer for itself which wants to be economically successful in africa why africa is interesting for the business where the largest chances of success exist how to proceed and which approaches for the future organization of the economic relations between germany and africa are promising the book describes how to invest in africa and bundles the current experiences of managers of large corporations and family businesses with a long history on the continent

overview everybody knows facebook and knows that you can reach a lot of people so it is important to know about facebook marketing to get ahead and do business even across the globe content marketing on your page and your profile developing your page to be a hub of activity using facebook ads to research your ideal audience defining your facebook marketing goals setting up resources and manpower for your plan deciding on in house or outsourced marketing making a places page creating a facebook group setting up an interest page choosing the right name for your business page setting up your mobile phone and much more duration 6 months assessment the assessment will take place on the basis of one assignment at the end of the course tell us when you feel ready to take the exam and we'll send you the assignment questions study material the study material will be provided in separate files by email download link

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marketing research 13th edition presents a clear and comprehensive introduction to the field with a strong focus on methodologies and the role of market research in strategic decision making employing a unique macro micro macro approach the text begins with a broad overview of market research and its place within and value to an organization before zooming in to detail the granular view of the research process step by step explanations cover the latest methodologies and current practices highlighting advanced techniques as well as their limitations and potential benefits followed by a high level discussion of research applications an emphasis on real world processes is underscored by end of chapter cases allowing students to apply what they've learned in the context of real life examples covering a broad range of products and organizations this practical approach promotes engagement while building essential critical analysis interpretation and decision making skills preparing students to recognize potential research applications alternatives where they exist and the quality of research at hand by pulling together market intelligence strategy theory and application this text helps students build a deep understanding while retaining the big picture perspective

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