



## Real New Economy

By Thomas Keul Robert Knasmüller

Financial Times Prentice Hall, 2001. Gebunden. Condition: Neu. Neu Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Die Propheten der New Economy haben ausgedient: Nasdaq und Neuer Markt sind im Keller, Kleinanleger rufen nach dem Staatsanwalt, und verunsicherte Risikokapitalisten wenden sich von ihren Dot-com-Investments ab. Enttäuscht wurden alle, die den übertriebenen Versprechungen der New Economy glaubten. Sachlich und informativ zeichnen die Autoren die Entwicklung der Neuen Wirtschaft nach. Ihre Bilanz ist ernüchternd. Doch jetzt sind realistische Chancen zu erkennen: Real New Economy wirft einen Blick voller Spannung in die digitale Zukunft. 240 pp. Deutsch.



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