



Small and medium-sized enterprises, globalization and the internet

By Oliver Burgis

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...



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