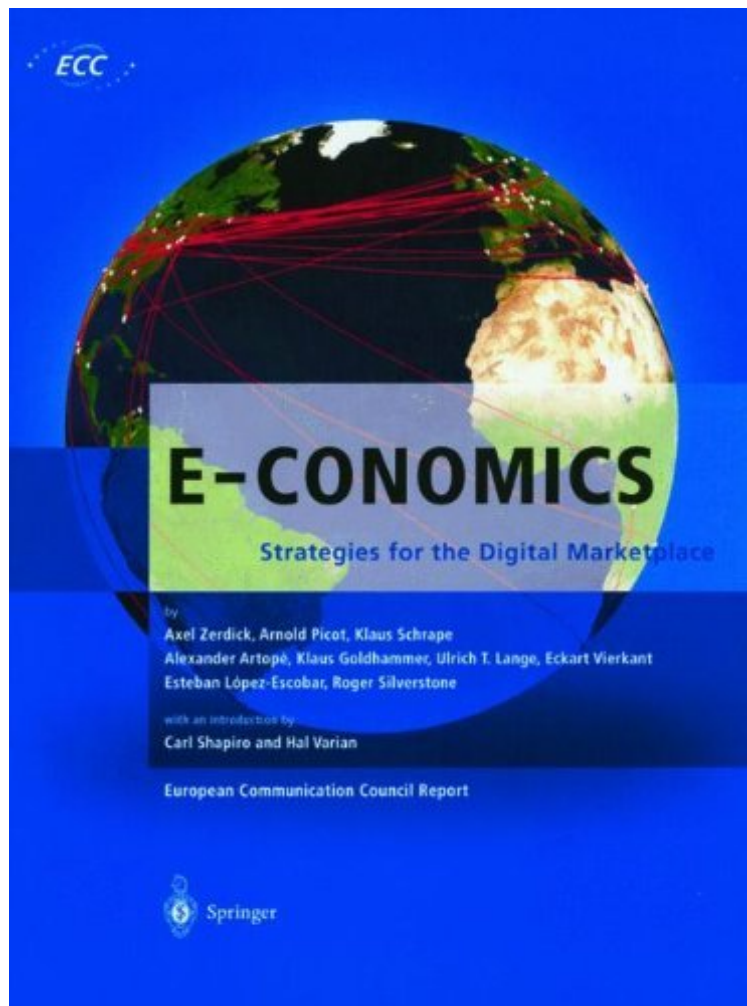


[Mobile library] E-Conomics: Strategies for the Digital Marketplace (European Communication Council Report)

E-Conomics: Strategies for the Digital Marketplace (European Communication Council Report)

Axel Zerdick, Klaus Schrape, Alexander Artope, Klaus Goldhammer, Ulrich T. Lange, Eckart Vierkant, Esteban Lopez-Escobar, Roger Silverstone
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Axel Zerdick, Klaus Schrape, Alexander Artope, Klaus Goldhammer, Ulrich T. Lange, Eckart Vierkant, Esteban Lopez-Escobar, Roger Silverstone : E-Conomics: Strategies for the Digital Marketplace (European Communication Council Report) before purchasing it in order to gauge whether or not it would be worth my time, and all praised E-Conomics: Strategies for the Digital Marketplace (European Communication Council Report):

0 of 0 people found the following review helpful. Excellent Introduction Into the Network Economy By Customer This book is a must for everybody who is involved in the Network Economy! The content is well structured and presented. Some of the statements might be known from Kelly, Negroponte, Shapiro or Varian. In this book you find a lot of

data, facts and case studies that prove those statements. As an introduction the development and value chains in the fields of Telecommunications, IT and Entertainment are explained. The Network Economy is described as the convergence of these three businesses. The principles, rules and strategies of the Network Economy are derived from the described convergence. As a tribute to the sceptics there is even a section that deals with possible hindering causes for the predicted economic revolution. Not being a theoretical textbook all of this is accompanied with case studies and interviews with Negroponte, Shapiro et al. My favourite book about the Network Economy!

E-economics provides readers with a roadmap to the landscape of the new Internet economy and serves as a reference to the economics of the information age. Written by communication economists and experts in the media business from the US and Europe, this book provides an in-depth analysis of the Internet revolution showing how the rules of business have changed. It takes the European telecommunications industry as a focal point and features strategies for a successful Network Economy. E-economics is essential reading for economists, managers, and business strategists requiring an understanding of the dynamics of electronic commerce.

From the Publisher No other book covers the subject of E-Economics, the Internet economy like this one. Leading experts contributed directly or in discussion with the experts to this outstanding and unique focus on the European market and its basis, a great deal of data, including a recent study by PROGNOS