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Jones and Sufrin's EU Competition Law Jones and Sufrin's EU Competition Law Political Mediation in Modern Conflict Resolution: Emerging Research and Opportunities Latin American Military and Politics in the Twenty-first Century Digital Transformation and Public Services Public service innovation 2017 Business Innovation and Development in Emerging Economies North Dakota Outdoors Industri kreatif, fintech, dan UMKM dalam era digital Auswirkungen der Digitalisierung in verschiedenen Branchen Broadcasting & Cable Business Week Viola Globalisation vs. Localisation of Marketing 30 years after Theodore Levitt. Analysis, Survey and Comparison of the German and Turkish skincare markets Der Spiegel Erfolgsfaktoren der Digitalisierung in der Markenführung Strategische Herausforderungen der Digitalisierung. Lösungsansätze für Zeitungsverlage Annual directory through press and advertising Der politische Wahlkampf in den sozialen Medien. Deutsche und US-amerikanische Strategien auf Facebook Wiener medizinische Wochenschrift Alison Jones Brenda Sufrin da Rocha, José Pascal Dirk Kruijt Anthony Larsson Irwan Trinugroho Carunia Firdausy Willem Jacke Deniz Ünal Rudolf Augstein Vera Schwaiger Alisa Noelle Müller Stamm–Leitfaden durch Presse und Werbung Jones and Sufrin's EU Competition Law Jones and Sufrin's EU Competition Law Political Mediation in Modern Conflict Resolution: Emerging Research and Opportunities Latin American Military and Politics in the Twenty-first Century Digital Transformation and Public Services Public service innovation 2017 Business Innovation and Development in Emerging Economies North Dakota Outdoors Industri kreatif, fintech, dan UMKM dalam era digital Auswirkungen der Digitalisierung in verschiedenen Branchen Broadcasting & Cable Business Week Viola Globalisation vs. Localisation of Marketing 30 years after Theodore Levitt. Analysis, Survey and Comparison of the German and Turkish skincare markets Der Spiegel Erfolgsfaktoren der Digitalisierung in der Markenführung Strategische Herausforderungen der Digitalisierung. Lösungsansätze für Zeitungsverlage Annual directory through press and advertising Der politische Wahlkampf in den sozialen Medien. Deutsche und US-amerikanische Strategien auf Facebook Wiener medizinische Wochenschrift *Alison*

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Müller Stamm–Leitfaden durch Presse und Werbung*

the most comprehensive resource for students on eu competition law extracts from key cases academic works and legislation are paired with incisive critique and commentary from an expert author team

the complete guide to eu competition law combining key primary sources with expert author commentary the most comprehensive resource for students on eu competition law extracts from key cases academic works and legislation are paired with incisive critique and commentary from an expert author team new to this edition full analysis of important developments in competition law and policy since 2019 including relevant case law new eu legislation and notices and competition law goals a comprehensive discussion of the evolving law and policy governing market definition vertical horizontal cooperation and sustainability agreements a new chapter on competition law in the digital economy incorporating a discussion of the digital markets act

throughout history there has been conflict and the clashing of ideas although this has assisted in creating political and societal structures it has also led to civil unrest cases of severe discord and war political mediation in modern conflict resolution emerging research and opportunities is a critical scholarly resource that examines the pursuit of peace in global civil war and conflict through the use of mediation featuring coverage on a broad range of topics such as intercultural communication social psychology and conflict theory this publication is geared towards academicians students and researchers seeking relevant and current research on governmental approaches to pursuing peace in instances of conflict and strife

this volume offers a comparative analysis of the role of the military in latin america in domestic politics and governance after 2000 divided into four parts covering the entirety of latin america the book argues that the latin american military as semi autonomous political actors have not faded away since 2000 and may even have been making a comeback in various countries each part outlines scenarios which effectively frame the various pathways

taken to post military democratic society part 1 critically examines textbook cases of political demilitarization in the southern cone peru and costa rica part 2 contrasts the role of the military in the post 2000 politics of two regional powers brazil and mexico part 3 examines the political role of the military facing violent pluralism in colombia and the northern triangle of central america finally part 4 identifies country cases in which the military have been instrumental in the rise sustenance and occasional demise of left wing revolutionary projects within venezuela cuba nicaragua and bolivia latin american military and politics in the twenty first century will be of interest to scholars students and professionals in the fields of latin american history international relations military studies and studies concerning democracy political violence and revolution in latin america elsewhere

through a series of studies the overarching aim of this book is to investigate if and how the digitalization digital transformation process affects various welfare services provided by the public sector and the ensuing implications thereof ultimately this book seeks to understand if it is conceivable for digital advancement to result in the creation of private non governmental alternatives to welfare services possibly in a manner that transcends national boundaries this study also investigates the possible ramifications of technological development for the public sector and the western welfare society at large this book takes its point of departure from the 2016 organization for economic co operation and development oecd report that targets specific public service areas in which government needs to adopt new strategies not to fall behind specifically this report emphasizes the focus on digitalization of health care social care education and protection services including the use of assistive technologies referred to as digital welfare hence this book explores the factors potentially leading to whether state actors could be overrun by other non governmental actors disrupting the current status quo of welfare services the book seeks to provide an innovative enriching and controversial take on society at large and how various aspects of the public sector can be and are affected by the ongoing digitalization process in a way that is not covered by extant literature on the market this book takes its point of departure in sweden given the fact that sweden is one of the most digitalized countries in europe according to the digital economy and society index desi making it a pertinent research case however as digitalization transcends national borders large parts of the subject matter take on an international angle this includes cases from several other countries around europe as well as the united states

business innovation driven by the advancement of technology has dramatically changed the business landscape over recent years not only in advanced countries but also in emerging markets it is expected that business innovation could help achieve economic inclusion which has been a global initiative over the last decade creating opportunities for all people to benefit from the economic development these proceedings provide an outlet for discussing the importance of business innovation especially in emerging countries in helping to reach inclusive economies the papers cover the subject areas management accounting finance economics and social sciences

development of electronic commerce by small and medium sized business in indonesia

studienarbeit aus dem jahr 2018 im fachbereich bwl sonstiges note 3 0 christian albrechts universität kiel bwl sprache deutsch abstract diese seminararbeit beschäftigt sich mit verschiedenen auswirkungen der digitalisierung auf verschiedene branchen und thematisiert veränderungen die zum tragen gekommen sind und damit in ausgewählte branchen für einen grundlegenden wandel gesorgt haben besonderes augenmerk wird auf die medienbranche gerichtet da hier die modernsten technologien zum einsatz kommen die mit ihren zahlreichen disruptiven veränderungen die spielregeln neuer geschäftsmodelle und deren erfolgsfaktoren maßgeblich beeinflussen diese arbeit beschäftigt sich unter anderem mit verschiedenen theoretischen modellen zur erklärung des wandels in verschiedenen branchen durch die digitalisierung venkataraman bestimmte eines von diesen bereits in den 1990er jahren mit erstaunlicher weiser voraussicht es wird auch unterstrichen wie ein recht lang bestehendes modell heutzutage noch aktuell und zutreffend sein kann in einer zeit in der die trends von sich rapide entwickelten technologien bestimmt sind

master s thesis from the year 2018 in the subject business economics offline marketing and online marketing grade 1 3 university of applied sciences nuremberg language english abstract the earth is round but for most purposes it s sensible to treat it as flat the quote above is a part of theodore levitt s iconic article the globalisation of markets published in may 1983 since it was published it has been the focus of many discussions with both protagonists and antagonists in this thesis the validity of levitt s arguments in the globalisation of markets 35 years after it is published is researched using the example germany and turkey s skin care industry this research was conducted with the combination

of existing literature and research as well as an empirical survey the current situation of the skin care market in germany and turkey was reviewed through various channels after the literature review the findings were supported with the cultural identification model dimensions of behaviour developed by richard lewis and compared to the results achieved by two surveys conducted in germany and turkey

masterarbeit aus dem jahr 2017 im fachbereich bwl offline marketing und online marketing
note 1 3 hochschule mittweida fh angewandte medien sprache deutsch abstract
markenführung und digitalisierung durch die fortschreitende digitalisierung im 21 jahrhundert sind marken und unternehmen gezwungen ihre unternehmensstrategien und geschäftsmodelle der digitalen welt anzupassen in zeiten wachsender transparenz nimmt die relevanz der markenidentität und somit auch die bedeutung der markenstrategie stetig zu diese master thesis befasst sich mit den herausforderungen der digitalen markenführung und den zentralen erfolgsfaktoren der unternehmensstrategie neben einer genauen situationsanalyse werden aussagekräftige fallbeispiele zur untermauerung der thematik aufgeführt es wird untersucht wie marken im digitalen zeitalter auf den verschiedenen märkten agieren müssen um sich gegenüber den herausforderungen der digitalen markenführung und den wettbewerbern zu positionieren

bachelorarbeit aus dem jahr 2017 im fachbereich medien kommunikation printmedien presse
note 1 3 hochschule fresenius köln sprache deutsch abstract gegenstand dieser arbeit ist es einen aktuellen Überblick über die zeitungsbranche in deutschland zu geben und den durch die digitalisierung ausgelösten wandel des ursprünglichen zeitungsunternehmens zu einem digitalen medienhaus darzustellen diese arbeit gliedert sich in vier wesentliche themenbereiche der erste themenbereich gibt eine einföhrung in das thema und vermittelt die theoretischen grundlagen es werden die begrifflichkeiten digitalisierung und medienkonvergenz definiert und eine bestandsaufnahme der zeitungsbranche anhand einer analyse der marktstruktur und der aktuellen marktentwicklung aufgenommen anschließend wird auf das traditionelle geschäftsmodell und dessen funktionsweise eingegangen der zweite themenbereich beschäftigt sich mit dem mediennutzungswandel das mediennutzungsverhalten der gesellschaft hat sich im zuge der digitalisierung konsequent verändert anhand der mediennutzungszeit und der reichweite ausgewählter medien in deutschland sollen die größten veränderungen dargestellt werden weiterhin wird auf

veränderte lesegewohnheiten im zusammenhang mit der klassischen printzeitung eingegangen der dritte abschnitt betrachtet die herausforderungen des digitalen journalismus für traditionell eingestellte verlagshäuser zum einen werden die chancen von digitalen medien identifiziert und beschrieben die zu einer effizienzsteigerung im unternehmen beitragen können zum anderen werden schwierigkeiten beleuchtet auf welche sich journalisten einstellen müssen und die etablierung digitaler medien in ein profitables geschäftsmodell erschweren im vorletzten abschnitt werden erste lösungsansätze in form von digitalen marketingstrategien und erlösmodellen vorgestellt die marketingstrategien sollen den verlagen dabei helfen ihren online auftritt zu verbessern und neue kunden zu akquirieren die erlösmodelle stellen erste ansätze zur finanzierung von digitalen produkten dar in der vergangenheit haben sich einige der vorgestellten digitalen geschäftsmodelle als erfolglos herausgestellt die ansätze und handlungsempfehlungen sollen zur weiter und neuentwicklung bisheriger erlösmodelle beitragen im letzten kapitel wird ein abschließendes fazit gezogen welches die thematik noch einmal zusammenfasst in den folgenden unterpunkten werden eigene handlungsempfehlungen für die zeitungsbranche zum ausdruck gebracht und zukünftige entwicklungsperspektiven des zeitungsgeschäfts dargestellt

bachelorarbeit aus dem jahr 2019 im fachbereich medien kommunikation medien und politik pol kommunikation note 2 1 christian albrechts universität kiel sozialwissenschaften sprache deutsch abstract diese bachelorarbeit beschäftigt sich mit dem politischen wahlkampf in den sozialen medien und schaut sich dabei deutsche und us amerikanische strategien auf facebook genauer an im ersten teil der arbeit werden zunächst die politischen systeme der usa und deutschlands betrachtet im spezifischen erfolgt hier ein einblick in die partiensysteme sowie die wahlssysteme das wahlverhalten und die wählerschaften dies ist erforderlich da bereits durch die hier zutage tretenden unter schiede ggf rückschlüsse auf die strategien im online wahlkampf gezogen werden können im nächsten teil wird die nutzung der sozialen medien in augenschein genommen es werden impressionen in den fortschritt des elektronischen wahlkampfes e campaigning gegeben hierbei wird zunächst erläutert wie sich e campaigning bestimmen lässt anschließend wird die entwicklung des elektronischen wahlkampfes in deutschland und amerika analysiert durch die einbindung der amerikanisierungsthese soll überprüft werden inwieweit sich die amerikanische methode des e campaigning auf den wahlkampf im deutschen bundestag anwenden lässt während der

literaturrecherche tauchte häufig die debatte über negativschlagzeilen und falschnachrichten auf in anbetracht dessen dass diese methoden in den digitalen wahlkampf integriert zu sein scheinen wird auch hierauf näher eingegangen um zu analysieren wie die verwendung von fake news auf facebook gehandhabt wurde im letzten punkt werden u a verschiedene facebook posts im zusammenhang mit dem digitalen wahlkampf analysiert

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