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Stefanie Rauch

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Studienarbeit aus dem Jahr 2007 im Fachbereich BWL - Handel und Distribution, Note: 1,7, Fachhochschule Amberg-Weiden, Sprache: Deutsch, Abstract: Zusammenfassend kann gesagt werden, dass sich die Businesswelt durch das World Wide Web stark verändert hat. Durch das E-Business entstand ein weltweiter Marktplatz für neue und bereits existierende Unternehmen.

Die Geschichte von Amazon.de zeigt, dass sich im World Wide Web eine Unternehmung mit der richtigen Leitfigur, dem richtigen Timing, Technologie und Durchhaltevermögen verwirklichen lässt. Jeff Bezos hat den Handel revolutioniert und sich das Internet zu Nutzen gemacht.

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