



E-Bussines @ Adidas: E-Business Management (German Edition)

Yilmaz Seker

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Studienarbeit aus dem Jahr 2005 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2,0, Friedrich-Alexander-Universität Erlangen-Nürnberg, 17 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Der E-Commerce-Umsatz hat sich seit dem Jahr 2000 fast verfünffacht und betrug im Jahr 2004 nach Branchenangaben 4,9 Milliarden Euro. Während der Internethandel jedes Jahr über 30 % wächst, geht der Umsatz des traditionellen Einzelhandels seit fünf Jahren zurück. Mit verantwortlich für den Wachstum, sind ohne Zweifel die Jahr für Jahr neu gesetzten Trends bei verschiedenen Webshops von international tätigen Unternehmen in der Retail-Branche. Eines dieser Trends führt mehr und mehr zu personalisierten Dialog mit den potentiellen Kunden statt anonymer Massenansprache. Diese Arbeit soll einen Einblick in den Adidas-Konzern und den Konkurrenten gewähren. Dabei werden die Trends anhand der umgesetzten Maßnahmen verglichen und analysiert.

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