



Internet-Ökonomie (Springer-Lehrbuch) (German Edition)

Ralf Peters

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Das Internet als Eckpfeiler der modernen Informationsgesellschaft hat sowohl neue, digitale Märkte geschaffen als auch bestehende Märkte grundlegend verändert. Der Autor stellt die besonderen Merkmale der Internet-Ökonomie systematisch dar. Dazu wendet er klassische ökonomische Modelle auf das Internet an, stellt aber auch neue Modelle vor. Die Gesetzmäßigkeiten der Internet-Ökonomie werden anhand vieler Beispiele aufgedeckt, daraus der Erfolg etablierter Anbieter erklärt und Handlungsempfehlungen für Akteure der Internet-Ökonomie abgeleitet.

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