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this textbook covers the basics of business to business b2b ecommerce where similar principles of customer targeting can be observed as in b2c ecommerce gerrit heinemann highlights the specifics and business models of b2b ecommerce analyzes the digital challenges and shows the consequences and opportunities for online sales in b2b recognised best practice examples illustrate how successful b2b ecommerce can work and which risks have to be considered

auf der basis von daten zu mehr als 12 500 unternehmen verfolgt lutz krafft die entwicklung von industrie und räumlichen clustern im detail er zeigt auf welche faktoren für die wahl des standortes relevant sind und welche die regionalen ausfallraten beeinflussen ansatzpunkte für die förderung und die erfolgreiche entwicklung räumlicher cluster runden die arbeit ab

der vorliegende band untersucht aus soziologischer sicht die modeerscheinung corporate social responsibility csr und

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