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ENTERPRISE MICROBLOGGING



GRIN Verlag Mai 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Neuware - Bachelorarbeit aus dem Jahr 2011 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,8, Steinbeis-Hochschule Berlin (School of Management and Innovation), Sprache: Deutsch, Abstract: Einleitung Je schneller sich webbasierte Technologien unter Anwendern verbreiten, desto stärker zwingen sie Unternehmen und Organisationen zu einem kulturellen Wandel, der von einem offenen Dialog geprägt ist. Viele Unternehmen versuchen die...

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