



The Digital Economy - Anspruch und Wirklichkeit: Festschrift für Beat F. Schmid (German and English Edition)

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Als sich die Potentiale des Internets für die Wirtschaft abzeichneten, wurden von vielen Wissenschaftlern und Praktikern Anwendungsszenarien und Prognosen entwickelt, die sich mit den Auswirkungen des Internets auf die Wirtschaft beschäftigten. Wie hoch die damaligen Erwartungen waren, zeigten nicht zuletzt die Entwicklungen an den Weltbörsen. Stichwörter wie frictionless economy, disintermediation, virtual organizations, E-Learning und andere stehen stellvertretend für solche Voraussagen. In der Zwischenzeit ist eine weitreichende Ernüchterung zu beobachten. Dieses Buch versucht eine Bestandsaufnahme der digitalen Ökonomie. Die Erwartungen und Prognosen in Bereichen wie E-Commerce, E-Learning oder im Bereich virtuelle Organisation werden dem tatsächlich Erreichten gegenübergestellt. Es wird weiter ein Ausblick auf künftige Entwicklungen gegeben. Der Leser gewinnt so einen Überblick über den heutigen Stand der digitalen Ökonomie. Auf dieser Grundlage setzt ihn das Buch auch in die Lage, zukünftige Trends besser abzuschätzen.

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