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## DIGITALER SOFTWAREVERTRIEB FUR MOBILE ENDGERATE AM BEISPIEL DES APPLE-APP-STORE



Grin Verlag. Paperback. Condition: New. 28 pages. Dimensions: 8.5in. x 5.5in. x 0.1in. Studienarbeit aus dem Jahr 2009 im Fachbereich Medien Kommunikation - Multimedia, Internet, neue Technologien, Note: 1, 3, Fachhochschule Dsseldorf (Fachbereich Wirtschaft), Veranstaltung: Fallstudien Multimediamanagement, Sprache: Deutsch, Abstract: Der fortschreitende Wechsel von herkömmlichen Vertriebsmethoden hin zum Vertrieb über digitale Netze (vgl. BITKOM 2009a) erscheint gerade bei digitalen Software-Produkten und unter Berücksichtigung einer Breitband-Internet Verbreitung von 75 in Deutschland (vgl. BITKOM 2009b) als fortschrittsorientiert und konsequent. Antriebsmotoren dieses Wechsels sind...

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