



# Digital Marketing. Chancen und Risiken im internationalen Vertrieb (German Edition)

*Lara-Franziska Rogowski*

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Studienarbeit aus dem Jahr 2014 im Fachbereich BWL - Handel und Distribution, Note: 1,3, FOM Essen, Hochschule für Oekonomie & Management gemeinnützige GmbH, Hochschulleitung Essen früher Fachhochschule (FOM), Veranstaltung: Master of Arts (M.A.) - Management (Marketing & Sales), Sprache: Deutsch, Abstract: Die Welt von heute wird zunehmend digital durch die ständige Verbindung von Menschen über das Internet über eine Vielzahl von Geräten und Netzwerken, egal ob Zuhause, bei der Arbeit oder unterwegs. Im Jahr 2013 überholen digitale Medien die traditionellen Medien im Hinblick auf die Nutzungsfrequenz. US-Bürger verbringen zum ersten Mal mehr Zeit damit, sich Inhalte über digitale Devices anzuschauen. Print, Radio und TV verlieren an Bedeutung als zuvor meistgenutzte Quellen. Durch diese digitale Konnektivität, eine weltweite Verbreitung des Internets und global funktionierende Zahlungssysteme, entstehen für Unternehmen neue Möglichkeiten der Kundenansprache im internationalen Vertrieb und gleichzeitig auch neue Herausforderungen. Unternehmen haben nun mehr Gelegenheiten, um Kunden zu erreichen, zu binden, zu beeinflussen und Wissen über Kunden zu generieren.

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