



# Internet Based Service Strategies

By Nadine Ghanawi

GRIN Verlag Jul 2011, 2011. sonst. Bücher. Book Condition: Neu. 217x149x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2010 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, University of Applied Sciences Stuttgart (-), language: English, abstract: The Importance of the Internet - One of the most important trends over the last years was undisputedly the swift development from an industrial to the so called information society1, with the World Wide Web leading the way. According to a study of the EITO2 in 2008, 1.23 billion people worldwide used the internet in this year, 2010 it will likely be about 1.5 billion people (fig.1), not including the numerous cell phone users going online by mobile telephony connection.3 Approximately 60% of the German population work with the internet habitually, tending upwards 2% to 3% yearly. Furthermore, computers and laptops with an internet termination are available in 75% of German households, The social reorganisation launches changes that not only individuals but above all companies should take into consideration, being responsive to it. This requires an adoption of every corporate division to the increasing virtualization. Strategic Changes The economic...



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