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Silke Bettray, S Fredrich, J. Smailagic


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Google: Zur Anatomie einer Suchmaschine (German Edition) Silke Bettray, S Fredrich, J. Smailagic Studienarbeit aus dem Jahr 2004 im Fachbereich Informationswissenschaften, Informationsmanagement, Note: 1,0, Heinrich-Heine-Universität Düsseldorf (Institut für Sprache und Information), 41 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die Unternehmensstruktur von Google wird zum einen im Hinblick auf die veränderte ‚Informationslage‘ durch die Pflicht zur Hinterlegung eines Jahresabschlusses (Form 10) bei der SEC (Security and Exchange Commission) sowie zum anderen im Hinblick auf das durch den Börsengang erworbene Kapital und den daraus resultierenden strategischen Investitionen analysiert. Im Mittelpunkt stehen mögliche zukünftige Geschäftsmodelle und die damit korrespondierende Firmenpolitik von Google.

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