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Hanife Demir

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Studienarbeit aus dem Jahr 2014 im Fachbereich Medien / Kommunikation - Journalismus, Publizistik, Note: 1,0, Hochschule für angewandtes Management GmbH, Sprache: Deutsch, Abstract: In dieser Studienarbeit wird die Transformation der Buchbranche im digitalen Zeitalter, anhand des Beispiels von neobooks, behandelt. Hierfür wird die E-Book-Plattform neobooks kurz porträtiert, das Geschäftsmodell analysiert und ein fiktiver Businessplan erstellt. Ebenfalls wird darauf eingegangen, wie die Zukunftsaussicht neobooks aussehen könnte und daraufhin die Wertschöpfungskette im Wandel skizziert.

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