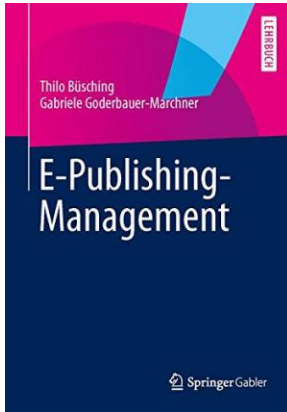


Find Book

E-PUBLISHING-MANAGEMENT



Betriebswirt.-Vlg Gabler Mai 2014, 2014. Buch. Book Condition: Neu. 24x16.8x cm. Neuware - Thilo Büsching und Gabriele Goderbauer-Marchner analysieren sowohl wissenschaftlich fundiert als auch praxisorientiert, wie E-Publishing-Produkte entwickelt, realisiert und vermarktet werden. Das Spektrum reicht von innovativen Geschäfts- und Erlösmodellen über klassische Content-Formate bis hin zu E-Books, Web-TV, Apps und Social Media. Dabei werden auch spezielle, übergreifende Aspekte wie die Entwicklung des Content-Marktes, journalistische Darstellungsformen, Produktspezifika und das User-Experience-Management berücksichtigt. Die Medien-Professoren erklären E-Publishing-Management leicht verständlich, präzise und profund für...

Read PDF E-Publishing-Management

- Authored by Thilo Büsching
- Released at 2014



Filesize: 8.82 MB

Reviews

This ebook is definitely not simple to begin on reading but really enjoyable to read through. This really is for all who stante that there had not been a worth reading. You may like how the author publish this ebook.

-- **Demetrius Buckridge**

This book may be really worth a read through, and a lot better than other. It is really basic but excitement inside the 50 % in the pdf. I realized this pdf from my dad and i encouraged this publication to learn.

-- **Curtis Bartell**

The book is straightforward in study better to comprehend. It is really simplistic but unexpected situations in the fifty percent of the ebook. Its been written in an exceptionally simple way which is simply after i finished reading through this ebook in which basically altered me, affect the way i really believe.

-- **Letha Corwin**