



Web 2.0: Neue Perspektiven für Marketing und Medien (German Edition)

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Neue Technologien und Nutzungsarten machen das Internet interaktiver, neue Formen des Austauschs sind möglich geworden. So gestalten Nutzer Ideen und Produkte mit und werden zu wichtigen Wertschöpfungspartnern von Unternehmen. Dies zeigt, dass Web 2.0 mehr ist als nur ein neuer Internet-Hype. Der Band bietet eine praxisorientierte Einführung und einen systematischen Einblick in aktuelle Konzepte und Trends. Renommiertere Autoren aus Wissenschaft und Praxis stellen neue Entwicklungen und praktische Anwendungen für Web 2.0 vor.

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