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Reviews

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(Nakia Toy Jr.)

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Univ Europeenne, United States, 2011. Paperback. Condition: New. Language: French . Brand New Book. La Tunisie entant qu un pays de tiers monde s est lance dans le circuit d adaptation des nouvelles technologies de l information et de la communication tel que la telephonie mobile(GSM). Elle se trouve donc face a une situation critique ou la demande depasse largement l offre. Nous avons interet a etudier dans ce livre l image de Tunisie Telecom entant qu unique operateur sur le marche Tunisien ainsi que l impact de cette nouvelle technologie dans l esprit de l usager Tunisien. Le cote Usage et Utilite du GSM en Tunisie fera donc l objet de notre sujet de recherche base sur une demarche methodologique: Nous avons opte les techniques de l enquete sociologique par questionnaire et de l entretien ainsi que l analyse de contenu des moyens de communication externes vehicules essentiellement sur des supports imprimes. A travers ces etudes qualitatives et quantitatives, on a pu degager des lacunes d ordre technique et communicationnel.



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