



Information Overload

By Katrin Hinz

Grin Verlag. Paperback. Condition: New. 60 pages. Dimensions: 8.1in. x 5.8in. x 0.2in. Studienarbeit aus dem Jahr 2003 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1, 5, Duale Hochschule Baden-Wrttemberg Mannheim, frher: Berufsakademie Mannheim, Veranstaltung: spezielle BWL, 9 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die Informationsberlastung der Konsumenten im Zeitalter der Digitalisierung und Technisierung ist eine Entwicklung, die kaum aufzuhalten ist. . Um einen Einblick in die Thematik zu bekommen, ist es notwendig sich sowohl mit Prozessen auseinander zu setzen, die im Krper des Menschen ablaufen, wenn Informationen zu ihm gelangen, als auch mit der Vorgehensweise von Unternehmen zur Bekmpfung dieser Problematik. Eine der wichtigsten Fragen ist, inwiefern das menschliche Gehirn fhig ist, Informationen aufzunehmen und zu speichern. Wo liegt hier die Grenze, welche Gruppe von Konsumenten kann ich als Unternehmer mit mehr Informationen versorgen, bei welchen ist eine geringere Menge an Informationen zutrglicher Um derartige Fragen beantworten zu knnen, ist es zum einen erforderlich, dass ein Unternehmen auf Know-how in der Gehirn- und Gedchtnisarbeit zurckgreifen kann. Andererseits spielt auch das Vorhandensein einer Kunden-Datenbank eine entscheidende Rolle. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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