



E-CONOMICS: Strategies for the Digital Marketplace (European Communication Council Report)

Axel Zerdick, Arnold Picot, Klaus Schrape, Alexander Artope, Klaus Goldhammer, Ulrich T. Lange, Eckart Vierkant, Esteban Lopez-Escobar, Roger Silverstone

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E-conomics provides readers with a roadmap to the landscape of the new Internet economy and serves as a reference to the economics of the information age. Written by communication economists and experts in the media business from the US and Europe, this book provides an in-depth analysis of the Internet revolution showing how the rules of business have changed. It takes the European telecommunications industry as a focal point and features strategies for a successful Network Economy. E-conomics is essential reading for economists, managers, and business strategists requiring an understanding of the dynamics of electronic commerce.



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