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The Best of Photojournalism ,1977 Volumes for 1977 include photographs selected from entries submitted to the 34th annual Pictures of the Year Competition **Implications of enabling technologies for Apple Inc.** Benjamin Bach, 2007-07-03 Essay from the year 2007 in the subject Business economics Offline Marketing and Online Marketing grade 1st University of Lincoln Faculty of Business Law course Cybermarketing language English abstract This report critically

examines the implications of enabling technologies that will have an impact on the marketing strategies of businesses As technology such as the Internet provides new opportunities and challenges for marketers while aligning a customer focused strategy this medium is becoming crucial in today's dynamic business environment in order to maintain competitive This report analyses the role of the Internet for marketers followed by an examination of opportunities and threats to global businesses from enabling technologies Furthermore a detailed examination of strategic approaches will be given focusing on the e marketing mix and pricing strategies in order to highlight the increased pressures for organisations when applying new media formats Apple Inc will be indicative as an example for important aspects throughout the report in order to clarify and visualise the execution of new media formats by Apple Inc followed by a critical evaluation of its web site with a focus on strengths weaknesses and proposed improvements *Macworld* ,2008 **American Independent Baker** ,1918 PC World ,2008 **British Journal of Photography** ,2009 Campus Technology ,2006-03 *The American Legion* ,2008 **Kiplinger's Personal Finance Magazine** ,2010 **Digit** ,2007 *Australian Books in Print* ,1982 **The Business Week** ,2007-07

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