



Internetwirtschaft: Das Geschäft des Datentransports im Internet (German Edition)

Rüdiger Zarnekow, Jochen Wulf, Falk von Bornstaedt

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Während der Aufbau und Betrieb von Internetinfrastrukturen zur Zeit der Entstehung des Internets in erster Linie von öffentlichen Institutionen vorangetrieben wurde, wird dieser Bereich heute längst von privatwirtschaftlichen Unternehmen beherrscht. Dieses Buch beschreibt Dienste, Wertschöpfungsprozesse und Wettbewerbsstrategien zur Erbringung des Datentransports im Internet aus betriebswirtschaftlicher Sicht. Es werden gleichermaßen Internetzugangsdienste zur Anbindung von Endkunden, Transitdienste zum Datenaustausch zwischen Netzbetreibern, Dienste zur Kapazitätsbereitstellung im Kernnetz und Dienste zur Distribution digitaler Inhalte und Anwendungen diskutiert. Durch die Darstellung der Teilmärkte, die den Datentransport im Internet adressieren, wird dem Leser ein umfassender Einblick in die Internetwirtschaft geboten, ohne dass hierzu ein tiefer gehendes technisches Verständnis vorausgesetzt wird. Darüber hinaus werden strategische Herausforderungen bei der Bereitstellung digitaler Inhalte und Anwendungen vorgestellt, die zukünftige Entwicklungen in der Internetwirtschaft maßgeblich beeinflussen.

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