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GRIN Verlag Okt 2007, 2007. Taschenbuch. Book Condition: Neu. 297x210x6 mm. This item is printed on demand - Print on Demand Neuware - Bachelor Thesis from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,0, Vienna University of Economics and Business (Institut für Wirtschaftsinformatik und BWL), course: Vertiefungskurs VI - Spezialisierung E-Commerce, 74 entries in the bibliography, language: English, comment: Ziel dieser Arbeit war die Konzipierung eines 'Kriterienkataloges' der qualitative Kriterien bei der Anschaffung von GIS-Desktop Software bewertet und gewichtet. Zentraler praktischer Teil dieser Arbeit war die Evaluierung der Datengrundlage in Form von strukturierten Firmen-Interviews die GIS-Desktop SW im Einsatz haben bzw. GIS-Desktop SW in naher Zukunft anschaffen. , abstract: This Bachelor thesis deals with geographic information system software in the traditional GIS-Desktop SW range. The idea of this literature work and qualitative field study is to arrange the concept of a 'criteria catalogue' as a decisive base for the acquisition of the market segment' 'professional GIS-Desktop SW systems' of Business to Consumer (B2C) and Business to Business enterprise (B2B) serves. A basis for the production of a criterion catalogue was the analysis of the extracts of the GIS-Research study of the company Daratech, Inc from the year 2006 [Dara06]. This criteria catalogue should be developed for Business to consumer (B2C) companies that have this GIS-applications already in use or decide towards this market segment in the close future. For these B2C companies the criterion cata-logue was created in this work and should become an important high-class instrument for future purchase decisions of the market segment' 'Professional Desktop GIS-Software' (Prof. Desktop GIS-SW). In accordance to the current scientific literature relating to the 'criteria catalogue' the raw and fine criteria do not to date exist (publicly not accessibly) on the segment...

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