



# Die Softwareindustrie: Ökonomische Prinzipien, Strategien, Perspektiven (German Edition)

*Peter Buxmann, Diefenbach, Thomas Hess*

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Ob Office-Anwendung, Open-Source-Produkt oder Online-Spiel: Im Hinblick auf ihre ökonomischen Eigenschaften unterscheidet sich Software grundsätzlich von Industriegütern und Dienstleistungen. Ausgehend von den ökonomischen Prinzipien der Softwareindustrie behandelt das Buch Strategien und Geschäftsmodelle für Software- und Serviceanbieter. Neben Kooperations-, Vertriebs-, Preis- und Industrialisierungsstrategien werden Trends wie serviceorientierte Architekturen, Offshoring und Open Source betrachtet. Die Neuauflage wurde vollständig überarbeitet.

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