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der digitale wandel in der gesellschaft hat bereits viele branchen maßgeblich beeinflusst auch im buchmarkt findet dieser wandel statt nur die unternehmen die den wandel annehmen und ihr geschäftsmodell ihren möglichkeiten entsprechend anpassen können ihre umsätze aufrechterhalten dieses buch gibt eine kurze erläuterung zu wandlungen allgemein und den instrumenten des change managements mit denen es gilt veränderungen zu begegnen nach einer Übersicht über den deutschen buchmarkt mit all seinen marktteilnehmern und einer erklärung seiner funktionsweise folgt im speziellen eine

fokussierung auf den stationären bucheinzelhandel dabei wird neben dem veränderten kaufverhalten der konsumenten was z b einkaufszeiten vertriebswege oder einkaufsstätten betrifft auch konzentration und kooperation im bucheinzelhandel diskutiert zudem wird untersucht wie digitale innovationen die Zusammensetzung des sortiments verändern digitale innovationen die den buchmarkt bereits heute beeinflussen oder künftig beeinflussen könnten werden dargestellt ein besonderer fokus liegt dabei auf dem online buchhandel dessen marktanteil von jahr zu jahr auch zu lasten des stationären buchhandels zunimmt die ursachen dafür werden beleuchtet und vorteile bzw nachteile des online buchhandels gegenüber dem stationären vertriebsweg herausgearbeitet auf amazon de als marktführer wird insbesondere eingegangen aber auch freier online content der bücher substituiert sowie der online handel mit gebrauchten büchern als mögliche gefahr für den absatz neuer bücher oder die online plattformen buchhandel de und libreaka de sind themen dieses buches das produkt e book in den letzten jahren nicht nur branchenintern heiß diskutiert wird vorgestellt und dessen zukünftige absatzmöglichkeiten auf dem deutschen buchmarkt prognostiziert dabei wird berücksichtigt welche partizipationschancen der stationäre buchhandel an diesem produkt haben könnte und wie er einen teil des absatzes der vermutlich größtenteils über online plattformen oder online buchhändler generiert wird für sich beanspruchen könnte abschließend zeigt eine swot analyse die stärken und schwächen des stationären buchhandels auf dieser muss sich seinen schwächen bewusst werden um sie bekämpfen zu können stärken hingegen sollten ebenfalls erkannt und besser nach außen kommuniziert werden die digitale revolution ermöglicht dem stationären bucheinzelhandel künftig auch chancen an innovationen zu partizipieren dabei dürfen handelnde unternehmen die risiken der künftigen marktentwicklung aber keinesfalls vernachlässigen dieses buch zeigt handlungsfelder problemstellungen und konkrete lösungsmöglichkeiten auf wie unternehmen des stationären buchhandels sich dem wandel stellen könnten

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auf der erde schreibt man den herbst 1517 neuer galaktischer zeitrechnung ngz menschen haben teile der milchstraße besiedelt tausende von welten zählen sich zur liga freier terraner man treibt handel mit anderen völkern der milchstraße es herrscht weitestgehend frieden zwischen den sternern doch wirklich frei sind die menschen nicht sie stehen wie alle anderen bewohner der galaxis auch unter der herrschaft des atopischen tribunals die sogenannten atopischen richter behaupten nur

sie und ihre militärische macht könnten den frieden in der milchstraße sichern wollen perry rhodan und seine gefährten gegen diese macht vorgehen müssen sie herausfinden woher die richter überhaupt kommen ihr ursprung liegt in den jenseitigen landen in einer region des universums über die bislang niemand etwas weiß in diesen mysteriösen raum wollen die terraner vorstoßen mit der ras tschubai und einer wagemutigen mannschaft bricht perry rhodan zu einem flug ins unbekannte auf doch dann geht alles schief die gefährten stürzen durch einen unheimlichen zeitriss

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