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this book is intended to equip current and future managers with some of the knowledge and practical skills to help them navigate their organisation towards digital business a key aim of this book is to identify and review the key management decisions required by organisations moving to digital business and to consider the process by which these decisions can be taken key questions that established businesses need to ask include what approach to digital business strategy do we follow how do we reach our target audiences online using digital channels how should we integrate with supply chain partners how much do we need to invest in digital business which processes should be our digital business priorities should we adopt new business and revenue models what marketing technology should we use what are the main changes that need to be made to transform an organisation that uses technology to a true digital business startup businesses and smaller businesses have many similar questions but usually have the additional challenge of a more limited budget although with a smaller team giving greater agility

taking into account the emergence of new subjects and authorities the editors have overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer

doctoral thesis dissertation from the year 2011 in the subject business economics investment and finance university of kassel research group entrepreneurship language english abstract independent venture capital ivc has been paramount in the emergence of the information technology industry in both the united states and europe there are relatively few large global information technology companies in europe a widening gap is observable in the success rate of ivc backed start ups between the u s and europe in the information technology industry this difference could be attributable to the differences in the venture capital financing of start ups in the u s uk germany and france this book deals with differences in venture capital financing of u s uk german and french information technology start ups the comparative analysis is conducted on a microeconomic level managerial venture capital research i e on the venture capital firm level the differences are analyzed for the whole venture capital investment cycle contact phase initial screening phase due diligence phase deal structuring and

negotiation phase management phase value adding services and exit phase the research framework model examines the following differences in the venture capital investment cycle average size of investment in the seed stage average size of investment in the start up stage average size of investment in the growth stage percentage of start ups in pre revenue phase at time of investment percentage of start ups not managed by founders but experienced managers percentage of investment in start ups with me too products percentage of market analysis due diligence done informal typical liquidation preference multiple percent age syndicated exits that are outperformers number of tranches per investment round number of board seats per partner and the cash multiple  $x$  that defines an outperformer the empirical research work is based on an extensive scientific online questionnaire with vcs in the us uk germany and france before the online questionnaire was drafted a preliminary face to face expert interview was conducted with 24 vcs in silicon valley london paris hamburg berlin and munich the primary data collected in the questionnaire served as basis for quantitative parametric and non parametric statistical analysis the book is bespokenly written for decision makers in the venture capital industry in the us uk germany and france all entrepreneurs and professionals who want to understand the economics and mechanics of venture capital term sheet clauses venture capital industry professionals vc associations

doctoral thesis dissertation from the year 2011 in the subject business economics investment and finance university of kassel research group entrepreneurship language english abstract independent venture capital ivc has been paramount in the emergence of the information technology industry in both the united states and europe there are relatively few large global information technology companies in europe a widening gap is observable in the success rate of ivc backed start ups between the us and europe in the information technology industry this difference could be attributable to the differences in the venture capital financing of start ups in the us uk germany and france this book deals with differences in venture capital financing of us uk german and french information technology start ups the comparative analysis is conducted on a microeconomic level managerial venture capital research i e on the venture capital firm level the differences are analyzed for the whole venture capital investment cycle contact phase initial screening phase due diligence phase deal structuring and negotiation phase management phase value adding services and exit phase the research framework model examines the following differences in the venture capital investment cycle average size of investment in the seed stage average size of investment in the start up stage average size of investment in the growth stage percentage of start ups in pre revenue phase at time of investment percentage of start ups not managed by founders but experienced managers percentage of investment in

start ups with me too products percentage of market analysis due diligence done informal typical liquidation preference multiple percent age syndicated exits that are outperformers number of tranches per investment round number of board seats per partner and the cash multiple x that defines an outperformer the empirical research work is based on an extensiv

assuming no prior knowledge of is or it this book explains new concepts and terms as simply as possible the importance of information in developing a company business strategy and assisting decision making is explained in this study volume

this guide explains how organisations can use the internet to support their marketing activities building on traditional marketing theory together with emerging academic literature it details an approach to applying the internet for marketing

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