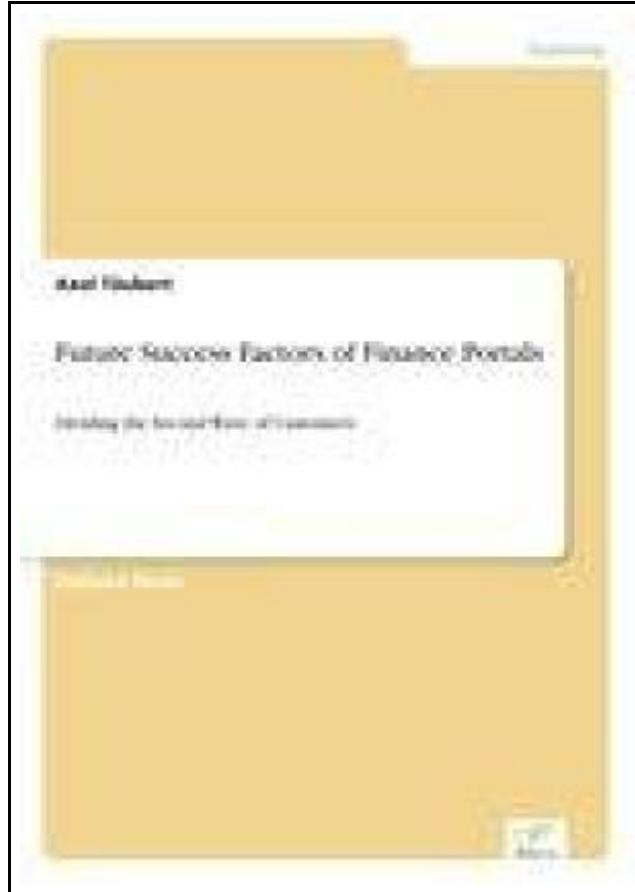


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Diplom.De Jun 2002, 2002. Taschenbuch. Book Condition: Neu. 210x148x8 mm. This item is printed on demand - Print on Demand Titel. Neuware - Diploma Thesis from the year 2002 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, Reutlingen University (ESB), language: English, abstract: Inhaltsangabe:Abstract: The title of this thesis might lead the cursory reader to the assumption that this is another one of countless academic works whose authors have overestimated the prospects of the Internet. However, this paper lays claim to be one of the early few that take a more rational approach to the subject by analyzing the realistic profit potential of online business models. Furthermore, future success factors for finance portals will be discussed and their respective value proposition thoroughly examined. Since the fast moving Internet hype has had to give way to an almost equally swift consolidation of the market, this will prove to be crucial information for any company of the finance industry. Additionally, when taking into account that the oncoming second wave of customers is to be divided amongst the remaining online players, the findings of this thesis will be of eminent relevance for any provider of a financial website. Towards the end of my internship with AOL I was asked to research the required success factors for finance portals as a basis for AOL s finance channel content strategy. Inexperienced Internet-users such as those of the Second Wave are likely to utilize the user-friendly and convenient service of AOL as an ISP. Therefore, it will be of vital importance for AOL to incorporate the above mentioned success factors within their service in order to increase the usage of its finance channel. At this point I would like to thank AOL, not only for the financial, but...



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