



Macht Web 2.0 das eigene Web CMS überflüssig? (German Edition)

Mathias Riechert

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Studienarbeit aus dem Jahr 2010 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,0, Technische Universität Dresden, Sprache: Deutsch, Abstract: Content Management Systeme (CMS) sind eine Lösung zum Einfügen, Aktualisieren und Archivieren von Beiträgen in einem Repository, sowie deren Aufbereitung und inhaltliche Zusammenstellung in einer kollaborativen Weise. Dieses Potential erweitern Web Content Management Systeme (Web CMS) um eine effiziente Publikation der Inhalte. Dem steht Web 2.0 als ein Ansatz zur Integration der Benutzer in den Content Life Cycle gegenüber. Für strategische Planungen der zukünftigen IT-Landschaft eines Unternehmens ist es daher essentiell, die beiden Ansätze abgrenzbar zu machen, um so zukünftige Investitionen und Planungen zielgerichtet ausführen zu können. Inhalt der vorliegenden Arbeit ist eine explorative Analyse, welche Ziele die jeweiligen Ansätze verfolgen und ob Web 2.0 Web CMS überflüssig macht.

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