

# Near Field Communication im Handel (Electronic Business) (German Edition)



Welche Geschäftspotentiale besitzt Near Field Communication im Handel? Und welche Faktoren standen einer großflächigen Verbreitung bisher im Wege? Um diese Fragen zu beantworten werden im ersten Teil dieses Buches theoretische Grundlagen mittels eines interdisziplinären Ansatzes aus der Literatur abgeleitet, gefolgt von Exkursen zur ökonomischen Rolle von Standards und zur Kryptologie. Für den empirischen Teil wurde eine Expertenbefragung nach der Delphi-Methode durchgeführt. Ziel dieser Befragung war es, die theoretischen Ergebnisse des ersten Teils zu verifizieren und eine Prognose für die zukünftige Entwicklung der Technik abzugeben.

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