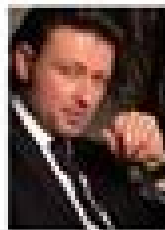


Das Unternehmensserviceportal und seine "public awareness"

Das vorliegende Buch setzt sich in Form einer Evaluierung mit einem auf IT Basis funktionierendem Servicetool für UnternehmerInnen – dem Unternehmensserviceportal (in Folge kurz USP) auseinander. Neben einem Überblick über die Entstehungsgeschichte des USP, den gesetzlichen und rechtlichen Rahmenbedingungen und den Visionen und Zielen die hinter der Idee dieses IT Tools stehen soll vor allem der Bereich der Öffentlichkeitsarbeit, des Dienstleistungsmarketings und somit in Folge die sogenannte „public awareness“ dieses Serviceproduktes der Verwaltung für die Wirtschaft hinterfragt werden. Dies erfolgte innerhalb der Zielgruppe der Klein- und Mittelunternehmen (kurz KMU), welche in Österreich den höchsten Unternehmeranteil aufweisen. Anhand der Zielgruppe der UnternehmergründerInnen wurde in Form von Interviews evaluiert, inwieweit die public awareness eines in diesem Fall speziellen Servicetools der Verwaltung platgegriffen und den Verwaltungsauftrag der Befragten dadurch erleichtert hat.



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Das Unternehmensserviceportal und seine "public awareness"

Evaluierung des Unternehmensserviceportals auf die „public awareness“ bei KMU's speziell bei UnternehmergründerInnen

 AkademikerVerlag

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Unternehmensserviceportal Public Awareness Unternehmensserviceportals Unternehmensgr Nderinnen Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has become much more apparent than ever. Its power to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Unternehmensserviceportal Public Awareness Unternehmensserviceportals Unternehmensgr Nderinnen**," published by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we shall delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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