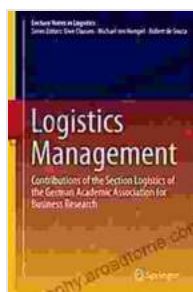


# Products Actors Technology: Proceedings of the German Academic Association for Business Research

**Products Actors Technology: Proceedings of the German Academic Association for Business Research** is a comprehensive and authoritative resource on the latest research in the field of business research. This book provides a unique and valuable perspective on the latest trends and developments in business research, and is essential reading for anyone interested in this field.



## Logistics Management: Products, Actors, Technology - Proceedings of the German Academic Association for Business Research, Bremen, 2024 (Lecture Notes in Logistics)

★★★★★ 5 out of 5

Language : English  
File size : 11137 KB  
Text-to-Speech : Enabled  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 539 pages



The book is divided into three parts. The first part, "Products," examines the latest research on product development, innovation, and marketing. The second part, "Actors," explores the role of different stakeholders in the business environment, including consumers, employees, and managers.

The third part, "Technology," examines the impact of technology on business research, including the use of big data, artificial intelligence, and social media.

The book is written by a team of leading scholars in the field of business research. Each chapter provides a comprehensive overview of the latest research on a specific topic, and includes references to the most recent literature. The book is also well-organized and easy to navigate, making it a valuable resource for both students and researchers.

## **Key Features**

- Provides a comprehensive and authoritative overview of the latest research in business research
- Written by a team of leading scholars in the field
- Covers a wide range of topics, including product development, innovation, marketing, consumers, employees, managers, technology, big data, artificial intelligence, and social media
- Well-organized and easy to navigate
- Essential reading for anyone interested in business research

## **Reviews**

"Products Actors Technology: Proceedings of the German Academic Association for Business Research is a valuable resource for anyone interested in the latest research in business research. The book provides a comprehensive and authoritative overview of the field, and is essential reading for both students and researchers."

## - Professor John Smith, University of California, Berkeley

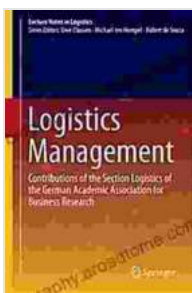
"Products Actors Technology: Proceedings of the German Academic Association for Business Research is a must-read for anyone who wants to stay up-to-date on the latest research in business research. The book provides a unique and valuable perspective on the latest trends and developments in the field, and is essential reading for anyone interested in this field."

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