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Big Data - Daten Strategisch Nutzen! (German Edition)

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Seit dem Jahr 2004 finden im Zwei-Jahres-Rhythmus im Studiengang Betriebswirtschaft für kleine und mittlere Unternehmen der Fakultät für Wirtschaftswissenschaft an der Hochschule Aalen die sogenannten Transfertage statt. Dabei handelt es sich um eine eintägige Veranstaltung, die sich mit für mittelständische Unternehmen relevanten Themen beschäftigt. Die Leitung der Transfertage liegt bei Prof. Dr. Ralf-Christian Härting, der im Studiengang für den Bereich der Wirtschaftsinformatik zuständig ist. Die vergangenen beiden Transfertage behandelten die Themen „Überlebensmanagement in Familienunternehmen" (2012) sowie „Marketing- und Vetriebssteuerung" (2010). In diesem Tagungsband werden Inhalte und Ergebnisse aus den Beiträgen der Tagung vom 15.05.2014 zum Thema Big Data sowie weiterführende Informationen zur Verfügung gestellt.

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