

Solutions Manual Goolsbee Levitt Syverson Microeconomics

Solutions Manual for Use with Microeconomics [by] Austan Goolsbee, Steven Levitt, Chad Syverson Grundlagen der Medienbetriebslehre Einföhrung in die Mikroökonomik Die Haftung für Kartellverstöße durch Preisalgorithmen Grundfragen der Medienbetriebslehre The New York Times Index Christos A. Ioannou Thomas Dreiskämper Falk Strotebeck Alexander Andreas Thomas Dreiskämper

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band 3 des lehrbuchs grundlagen der medienbetriebslehre ist in sechs teile gegliedert und fokussiert die operativen funktionsbereiche der wertschöpfung in medienbetrieben teil 1 erläutert die unternehmensaktivitäten beschaffung und personalwesen teil 2 zeigt auf wie investitions und finanzierungsentscheidungen hergeleitet werden teil 3 widmet sich der leistungserstellung und zeigt auf wie einerseits die einzelfertigung produktion von unikaten und andererseits die industrielle produktion der massenmedien organisiert und analysiert wird insbesondere mit blick auf die industrielle vervielfältigung von medientexten werden die einschlägigen analysemodelle der produktions und die kostentheorie ebenso abgearbeitet wie die bestimmung von minimalkostenkombinationen teil 4 widmet sich den themen umsatz und gewinnoptimierung und rundet damit die erläutierungen zur produktions und kostentheorie aus dem dritten teil ab teil 5 erläutert den marketing mix als basis der leistungsverwertung teil 6 rundet die darstellung der betriebsfunktionen mit erläutierungen zur dokumentation und monetären analyse der wertschöpfung ab und führt in das controlling sowie das interne und externe rechnungswesen ein damit gibt der dritte band einen fachlich umfassenden einblick in die tätigkeiten innerhalb der zentralen primären und sekundären aktivitäten von medienbetrieben beendet wird auch dieser band mit lösungsvorschlägen zu allen lernkontrollfragen

das vorliegende löbungsbuch stellt den dritten band der reihe zur einföhrung in die mikroökonomik band i theoretische grundlagen band ii anwendungsbeispiele dar mit über 100 löbungsaufgaben mit zugehörigen lösungsskizzen dient es als arbeitsbuch zur selbstständigen wissensüberprüfung und zur prüfungsvorbereitung das aufgabenrepertoire bietet sowohl reine rechenaufgaben bestimmen sie theorieaufgaben erläutern sie als auch transferaufgaben beurteilen sie bei denen die ergebnisse im kontext insbesondere wirtschaftspolitischer maßnahmen interpretiert und beurteilt sowie aktuelle sachverhalte aufgezeigt und diese unter anwendung der mikroökonomischen kenntnisse beleuchtet werden sollen für studierende und dozierende eine optimale ergänzung zu den anderen bänden der reihe oder auch zu anderen lehrbüchern der mikroökonomik

die preissetzung in unternehmen wird in einer digitalisierten welt nicht mehr allein von menschen sondern auch von algorithmen bestimmt im hinblick auf das kartellrecht stellt sich daher die frage ob durch die verwendung von sogenannten preisalgorithmen das kartellverbot im engeren sinne nach art 101 aeu verletzt werden kann insbesondere ist unklar inwieweit eine menschliche willensubereinstimmung erforderlich ist alexander andreas analysiert verschiedene konstellationen in denen ein verstoss gegen das kartellverbot unter beteiligung von preisalgorithmen in betracht kommt ferner untersucht er das haftungskonzept des kartellrechts im allgemeinen und beschäftigt sich mit verschiedenen haftungsansätzen für künstliche intelligenz daraus entwickelt er anhand verschiedener haftungsadressaten eine darstellung der kartellrechtlichen und bussgeldrechtlichen verantwortlichkeit

der alltag von medienbetrieben wird in der bwl standardliteratur nicht thematisiert und die literatur zum medienmanagement verzichtet auf die darstellung betriebswirtschaftlich notwendiger berechnungen deswegen haben viele studierende medienorientierter studiengänge schwierigkeiten mit den angebotenen lehrstoffen die besonderen fragen des betriebswirtschaftlichen alltags von medienunternehmen zu beantworten dieses lehrbuch füllt die literaturlücke und erläutert die themen der bwl aus dem blickwinkel großer und kleiner medienbetriebe das buch erklärt die ökonomischen gesteigerten eigenschaften von medien die unternehmensfunktionen und wertschöpfungsprozesse in den betrieben sowie die branchenzusammenhänge in der medienindustrie zusätzlich werden wichtige begriffe und kennzahlen der medien bwl sowie die analyse planungs und entscheidungswerkzeuge der operativen und strategischen unternehmensführung in separaten kapiteln ausführlich vorgestellt viele praxisbeispiele und Übungsaufgaben erleichtern das verstehen und ein bisschen fachspezifisches vorwissen ist nicht notwendig aufgrund der besonderen themenstruktur ist das buch sowohl als lehrbuch für einsteiger in die bwl als auch als nachschlagewerk für höhersemester geeignet

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