



DOWNLOAD



The Facebook acquisition of Instagram. A Case Study

By Josua Flath

Grin Verlag Gmbh Jul 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Studienarbeit aus dem Jahr 2013 im Fachbereich BWL - Unternehmensführung, Management, Organisation, , Sprache: Deutsch, Anmerkungen: This Case Study has been written by Christian Lütkemeyer, Samet Mercan, Bui Le Dzung and Josua Flath as a group project in the class Strategic Management. , Abstract: On April 9th 2012 Facebook announced its acquisition of the application Instagram for nearly \$1 billion including \$300 million in cash and the rest in stock. The acquisition was finalized on September 6th with an offer of \$736 million. In this case study we want to examine what the reasons of Facebook were to spend such an amount of resources and especially what the acquisition means for Facebook's long-term strategy. We are going to tackle this research question in the following way: 1. We will introduce shortly the advertisement industry to the reader and explain what the typical common/shared strategies are for different parts of the industry (e.g. social network websites, radio, television, papers etc.) 2. Afterwards the strategy of Facebook before the acquisition will be elaborated so that a...



READ ONLINE
[2.58 MB]

Reviews

This created ebook is great. it was writtern very properly and useful. Its been printed in an exceedingly easy way in fact it is just right after i finished reading this pdf where basically modified me, alter the way i think.

-- **Aglae Becker**

This ebook is definitely worth buying. It is definitely basic but excitement within the fifty percent in the ebook. Its been designed in an extremely straightforward way which is merely following i finished reading this ebook where basically changed me, alter the way in my opinion.

-- **Ward Morar**

Relevant Books



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG, Eignungstest für das Medizinstudium, Adult Attachment Interview,...



Programming in D

Ali Cehreliz 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers who are new to computer programming. Although...



Memoirs of Robert Cary, Earl of Monmouth

BiblioLife. Paperback. Book Condition: New. This item is printed on demand. Paperback. 142 pages. Dimensions: 8.0in. x 5.0in. x 0.3in. The Author of the Memoirs. The Memoirs here presented to the reader may be said to combine every interest which can attach to...



Edge] the collection stacks of children's literature: Chunhyang Qiuyun 1.2 --- Children's Literature 2004(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2005 Pages: 815 Publisher: the Chinese teenager Shop Books all book. the genuine special part of the spot...



Tinga Tinga Tales: Why Lion Roars - Read it Yourself with Ladybird

Paperback. Book Condition: New. Not Signed; This is a Tinga Tinga tale inspired by traditional stories from Africa. Lion is king of Tinga Tinga but he can't roar! Can his friend Flea help Lion to find his roar and behave more like...



Read Write Inc. Phonics: Orange Set 4 Storybook 2 I Think I Want to be a Bee

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 209 x 149 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read Write Inc. Set 1 and 2 sounds....