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Inhaltsangabe: Zusammenfassung: Die KTM-Sportmotorcycle AG ist ein Motorradhersteller mit Sitz in Mattighofen/Österreich. KTM baut rennsporttaugliche Motorräder und hat sich durch zahlreiche Weltmeistertitel und Rallye Siege als weltweit erfolgreichste Motorradmarke im Offroad-Sport etabliert. Um das Ziel, innerhalb der nächsten fünf Jahre größter Motorradhersteller in Europa zu werden, zu erreichen, reicht allerdings ein Ausbau der weltweiten Marktführerschaft im racingorientierten Offroad-Segment nicht aus. Daher ist eine Ausdehnung der Produktpalette in Richtung sportives Straßensegment geplant. Die Markteinführung der KTM 990 Duke im Modelljahr 2005 ist deshalb von besonderer strategischer Bedeutung für die KTM-Sportmotorcycle AG, weil es sich um das erste reinrassige Zweizylinder-Straßenmotorrad der Marke KTM handelt. In weiterer Folge kommt eine V2-Supermoto auf den Markt. Im Modelljahr 2007 folgt das Superbike KTM 990 RC8. Die KTM 990 Duke bildet also die Basis für die nachhaltige Etablierung der Marke im sportorientierten Straßensegment. Da der Motorradmarkt weitgehend gesättigt und der Konkurrenzdruck sehr stark ist, ist eine aktive Gestaltung der Stellung der KTM 990 Duke auf dem Markt mittels eines ausgereiften Positionierungs- und Kommunikationskonzeptes unerlässlich. Die Positionierung wird nicht zu Unrecht als die hohe Schule des Marketing bezeichnet. Unter Positionierung versteht man die Abgrenzung des eigenen Angebots gegenüber Mitbewerberangeboten. Sie ist darauf ausgerichtet, dass ein Produkt ein eigenständiges und unverwechselbares Profil gewinnt, das für die Konsumenten attraktiv ist und in der Folge dazu führt, dass sie das Produkt den Konkurrenzprodukten vorziehen. Die Umsetzung der Positionierung erfolgt im Rahmen der Kommunikationsstrategie. Nach Auffassung der Marketingwissenschaft und praxis ist im Kommunikationsbereich der Ansatz der integrierten Kommunikation maßgeblich. Unter integrierter Kommunikation versteht man die formale, inhaltliche und zeitliche Abstimmung der Kommunikationsmaßnahmen. Dadurch wird dem Kunden ein konsistentes Bild der Marke vermittelt und darüber hinaus können Synergieeffekte erzielt und Kostensenkungspotentiale realisiert werden. Sowohl die Positionierung als auch die integrierte Kommunikation sind aufgrund ihrer strategischen Ausrichtung und der erheblichen Investitionen mit denen die Umsetzung einer Positionierung einhergeht von großer Bedeutung für das Marketing. Die

Neupositionierung [...]

Berichte der Deutschen Mineralogischen Gesellschaft Die ex ante Beurteilung von Positionierungsstrategien und Strategien der integrierten Kommunikation am Beispiel der KTM 990 Duke Southeast Asian Affairs, of which there are now thirty in the series, is an annual review of significant developments and trends in the region. The contributions can be divided into two broad categories. There are those which provide an analysis of major developments during 2002 in individual Southeast Asian countries and in the region generally. Then there are the theme articles of a more specialised nature which deal with topical problems of concern.

ABA Journal UN-HABITAT

Comprehensive Biomaterials brings together the myriad facets of biomaterials into one, major series of six edited volumes that would cover the field of biomaterials in a major, extensive fashion: Volume 1: Metallic, Ceramic and Polymeric Biomaterials Volume 2: Biologically Inspired and Biomolecular Materials Volume 3: Methods of Analysis Volume 4: Biocompatibility, Surface Engineering, and Delivery Of Drugs, Genes and Other Molecules Volume 5: Tissue and Organ Engineering Volume 6: Biomaterials and Clinical Use Experts from around the world in hundreds of related biomaterials areas have contributed to this publication, resulting in a continuum of rich information appropriate for many audiences. The work addresses the current status of nearly all biomaterials in the field, their strengths and weaknesses, their future prospects, appropriate analytical methods and testing, device applications and performance, emerging candidate materials as competitors and disruptive technologies, and strategic insights for those entering and operational in diverse biomaterials applications, research and development, regulatory management, and commercial aspects. From the outset, the goal was to review materials in the context of medical devices and tissue properties, biocompatibility and surface analysis, tissue engineering and controlled release. It was also the intent both, to focus on material properties from the perspectives of therapeutic and diagnostic use, and to address questions relevant to state-of-the-art research endeavors. Reviews the current status of nearly all biomaterials in the field by analyzing their strengths and weaknesses, performance as well as future prospects Presents appropriate analytical methods and testing procedures in addition to potential device applications Provides strategic insights for those working on diverse application areas such as R&D, regulatory management, and commercial development

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Die ex ante Beurteilung von Positionierungsstrategien und Strategien der integrierten Kommunikation am Beispiel der KTM 990 Duke Springer

This book illustrates the various facets of internationalization in managerial practice, starting with a strategic outline of the many options firms have when formulating internationalization strategies. Designed as a textbook for Bachelor, Master and MBA classrooms, the core of the book consists of six case studies on firms from diverse industries, such as sporting goods, aviation, grocery discount, motorcycle, computer and IT, and fast-food. The cases present a variety of ways of entering and operating in foreign markets, such as export, franchising, joint ventures, strategic alliances, greenfield-investments, acquisitions and mergers. In addition to market entry strategies, the cases provide readers, educators and students with insights into target market strategies, timing strategies, allocation strategies and coordination strategies of well-known companies.

Urban Trialogues CABI

Spätestens in der Jugend werden gleichaltrige Freundinnen und Freunde (peers) zu wichtigen Interaktionspartnern und Entwicklungshelfern. Und spätestens in der Jugend offenbaren sich Defizite in der Lesekompetenz sowie der Lesemotivation und nachlassenden Leseaktivitäten. Ob peers damit zu tun haben, ist bislang nicht erforscht worden und Gegenstand dieser Studie. Sie begibt sich in gleich dreierlei Hinsicht auf Neuland: Erstens widmet sie sich einer in der Leseforschung vernachlässigten Lesesozialisationsinstanz, zweitens tut sie es im Längsschnitt und drittens bei der ersten Generation, die selbstverständlich mit den sog. Neuen Medien aufwächst. Die Ergebnisse zeigen, dass peers bedeutsam für die Entwicklung von Lesemotivation und -verhalten zu Beginn der Sekundarstufe sind.

Code of Federal Regulations Government Printing Office

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Allergy Pharma Handbook 5th Edition

For each company covered, this handbook offers key financial statistics, performance ratios, and text accounts of recent quarterly results and future prospects, all in one-page profile. *Code of Federal Regulations, Title 49, Transportation, Pt. 572-999, Revised as of October 1 2009* Institute of Southeast Asian Studies
This book is a collection of extended versions of the papers presented at the Symposium on Next Generation Wireless Networks, May 26, 2000, New Jersey Institute of Technology, Newark, NJ. Each chapter includes, in addition to technical contributions, a tutorial of the corresponding area. It has been a privilege to bring together these contributions from researchers on the leading edge of the field. The papers were submitted in response to a call for papers aiming to concentrate on the applications and services for the "next generation," deliberately omitting the numeric reference so that the authors' vision of the future would not be limited by the definitive requirements of a particular set of standards. The book, as a result, reflects the top-down approach by focusing on enabling technologies for the applications and services that are the defining essentials for future wireless networks. This approach strikes a balance between the academia and the industry by addressing new wireless network architectures enabling mobility and location enhanced applications and services that will give wireless systems the competitive edge over others. The main theme of the book is the advent of wireless networks as an irreplaceable means of global communication as opposed to a mere substitute for, or a competitor of, wireline networks. Geolocation emerges as the facilitator of mobility and location sensitive services. The fields of geolocation and wireless communications have been forced to merge, following the Federal Commission of Communications' (FCC) ruling that obliges wireless providers with emergency caller geolocation.

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Rural Tourism and Recreation Springer-Verlag

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Bundeshaushaltsplan für das Haushaltsjahr The Stationery Office
This handbook offers for the first time a comprehensive overview of the life and work of Stefan George and his circle. It methodically illuminates the ties between the individuals who formed the "George Circle," as well as their outside influence. The contributors to this volume have critically examined the constantly growing body of scholarship on Stefan George and have verified key bio-bibliographical information.

Next Generation Wireless Networks John Wiley & Sons

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Praxis der Gynäkologie und Geburtshilfe ProStar Publications

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Federal Register Walter de Gruyter GmbH & Co KG

This book reviews the theory and practice of tourism and recreation in rural areas in Europe. Including numerous case studies, 9 chapters cover: the changing nature of recreation and tourism provision in rural areas; the emergence of sustainability in the development debate; the different levels of policy influencing recreation and tourism development, and emphasizing the connectedness between local and global processes; the role and influence of the local community in recreation and tourism; changing patterns of tourism consumption; the changing nature of tourism supply; and the processes relating to the convergence of supply and demand.

Mergent's Handbook of Common Stocks Algotprint Verlags AG

Looks at the process and outputs of the Localising Agenda 21

programme in Nakuru (Kenya), Essaouira (Morocco), Vinh (Vietnam) and Bayamo (Cuba). Reflects on the relationship between sustainable visions for possible futures and strategic urban projects.

Die Geburtshilfe Georg Thieme Verlag

Completely revised and updated, this respected reference offers comprehensive and current coverage of every aspect of vaccination--from development to use in reducing disease. It also includes access to a companion Web site for more coverage.

Club Carriere - Enzyklopädie des Erfolges März 2004 Springer-Verlag

Mergent's Handbook of NASDAQ Stocks? offers you quick and easy access to key financial statistics on companies listed on the NASDAQ Stock Exchange. This handbook, updated quarterly, presents market data, performance ratios, stock prices, and dividend information of recent quarterly results as well as future prospects in succinct one-page profiles. Filled with the latest available facts and figures, Mergent's Handbook of NASDAQ Stocks helps you make the most informed investment decisions. Each full-page company profile includes: Business Summary - highlights products, markets, and business line; Summary of recent developments, including latest quarterly earnings reports; Stock performance chart; Ten years of income statement and balance sheet data, if available; Key performance ratios; Officers, address, phone and fax numbers, Web sites, transfer agents, auditor, investor contact and legal counsel; and more. Plus, features that includes: Company stock selling below book value; Price score leaders; Rankings by selected investment criteria; Stocks with high and low price earnings multiples; Low-price stocks A Century of Providing Trusted Information For over a century, Mergent has been the preferred source for global business and financial information by providing comprehensive data to savvy investors, both novice and professional. Mergent's business research tools offer a convenient way to quickly identify potential investment opportunities with the most reliable and complete business and financial information available.

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