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## Internet and Impact on Organisation

By Joseph Katie

GRIN Verlag. Paperback. Book Condition: New. Paperback. 20 pages. Dimensions: 10.0in. x 7.0in. x 0.1in. Seminar paper from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: B, University of Michigan, language: English, abstract: The concept of internet, necessitated by communication technology and the effect of globalization have transformed the contemporary society as regards business operations, governments, banking institutions, individuals, educational institutions, international organisations and subsequently provided consumers with adequate information which is instrumental in determining their choice, rights and knowledge acquisition (Layton, 2007). With such technologies consumers are adequately informed and thus stand at a key position of critically determining their product choice and preferred product (McNab, 2004). With the increased use of internet the modern consumer is well informed on the organizations visions, missions, strategies, products and management issues, since such information is easily accessible through internet technology through out the world (Layton, 2007). Indeed analysts concur that, the consumer does benefit from such information but what is more, important especially to the organization, its the positive impacts tied to such a strategy (Berry, 2004). In this case access of organizations informations by consumers is both a boon and a detrimental effect. Under...



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