Hp Pavilion Touchsmart 15 D020dx

HWMDaily GraphicMaximum PCPC MagPC MagPC MagMarket analysis of touch-enabled AiO PCs in the German consumer market. How Technology Adoption influences the traditional Marketing MixHuman-Centred Web Adaptation and PersonalizationPC MagPC MagWeb MarketingPC MagazineBusiness Periodicals IndexHan Xin Yue KanVejaSearcherDaily Variety Ransford Tetteh Martin Asmus Panagiotis Germanakos Feri Sulianta

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bachelor thesis from the year 2012 in the subject business economics miscellaneous grade 1 5 furtwangen university hfu business school language english abstract the subject of this work is to give the reader a detailed overview of the current state of the all in one pc market for german consumers the author questions the public perception of all in one pcs in the consumers minds also the use and acceptance of touch technology for large screen devices is studied the purpose of this thesis is to analyze how all in one pcs can be effectively marketed in an industry that focuses more and more on mobile computing devices in the first part an introduction to the desktop pc market and touch screen technology is given then the theoretic concepts of strategic marketing and techno ready marketing are discussed within a hypercompetitive and innovation driven industry the research part consists of a thorough market and competitive analysis of the all in one pc market in germany in addition a conducted opinion survey provides valuable insights from a consumer perspective the findings of the research are afterwards evaluated and interpreted thereupon the originally outlined problem is reassessed and recommendations are given to hp germany the cooperating company of this thesis on how to adjust respective marketing activities for technological innovative products finally a market outlook weighs the opportunities and threats that lie ahead for the product category all in one pc the last chapter summarizes the key learnings of this thesis how it benefits the cooperating company and ends with a brief personal assessment about the topic by the author the results of the market analysis suggest that hp can improve its brand preference and that people are not aware enough of the product all in one pc and its features and benefits a more educative marketing approach is proposed by adding a 5th p for pedagogy to the traditional marketing mix

this book focuses on the importance of adaptation and personalization in today s society and the upgraded role computational systems and the internet play in our day to day activities in this era of wireless communication pervasive computing and the internet of things it is becoming increasingly critical to ensure humans remain central in the developmental process of new technologies to guarantee their continued usefulness and a positive end user experience organized into three clear parts theory principles and practice a holistic approach to designing and developing adaptive interactive systems and services has been adopted with an emphasis on distinct human factors both basic and applied research topics are explored extending from human centred user models driven by user s individual differences in cognitive processing and emotions to the creation of smart interfaces that can handle the ever increasing volume and complexity of information to the benefit of the end user human centred adaptation and personalization from theory to practice is meticulously crafted to serve researchers practitioners and students who wish to have an end to end understanding of how to convert pure research and scientific results into viable user interfaces system components and applications it will serve to bridge the knowledge gap that still remains by suggesting interaction design and implementation guidelines for areas like e commerce e learning and usable security

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