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inhaltsangabe abstract the expectations for m commerce are very high the mobile user seeks for facilitation of his daily habits and companies anticipate generating high revenue stream through new mobile applications after telecommunication companies have paid high prices for the umts licenses in europe m commerce has started to be the new hype in those countries which did not have auctions but beauty contests m commerce has been also shifted into the spotlight although m commerce is still in its infancy it predicts to have a huge impact on many ways of people s lives new buzz words like anywhere and anytime have evolved in order to describe the great potential of m commerce growth opportunities in terms of new arising mobile business models seem promising but only the future will be able to answer the question of success mobile devices offer a broad range of opportunities from entertainment service e g music games or video up to transactions e g banking shopping auctions it is still unclear if all the emerging opportunities can be commercialized successfully nevertheless many scenarios of how the world could be like in the future have been made below an excerpt of the daily routine of a future mobile user is presented nancy d amato prepares to leave her office just before five o

clock she uses her mobile phone for a quick check of the local weather forecast sees that fines conditions are expected for the evening and decides to leave her umbrella by her desk nancy is due to meet her boyfriend peter at seven o'clock so she has two hours in town to waste as soon as the clock reaches five she receives a text message telling her that the bar across the street has a happy hour when drinks are cheaper nancy deletes the message almost without reading it she has given her mobile service provider permission to send her unsolicited local promotional messages after five otherwise she would have to pay a higher subscription rates but that does not mean she actually has to read the message does it five minutes later another message arrives with a coupon offering a discount at the local branch of her favorite coffee bar she shows the coffee shop attendant the numbered message on her phone's screen and he keys in the number on the till when charging for the coffee now comfortably seated with her cappuccino nancy begins to plan her evening she uses her mobile to check which movies are showing nearby after seven

africa is a continent on the upswing developing great economic momentum if german companies want to participate in africa's upswing they need to be familiar with some special features this book shows the way to successful business in africa it is a practical yet scientifically based guide for all entrepreneurs and economically interested parties who want to be successful in africa it combines the experience of many companies with the scientific perspective and findings of the centre for business and technology in africa at flensburg university of applied sciences in the 2nd edition new developments on the african continent are taken up and current answers are given to the classical questions which each actor must answer for itself which wants to be economically successful in africa why africa is interesting for the business where the largest chances of success exist how to proceed and which approaches for the future organization of the economic relations between germany and africa are promising the book describes how to invest in africa and bundles the current experiences of managers of large corporations and family businesses with a long history on the continent

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