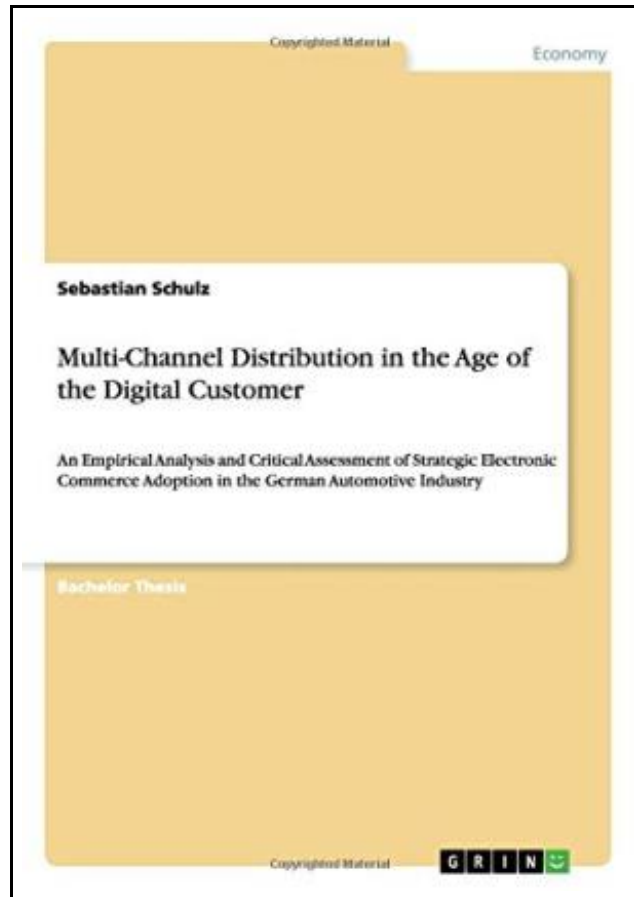


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GRIN Verlag GmbH Jun 2015, 2015. Taschenbuch. Book Condition: Neu. 213x152x9 mm. Neuware - Bachelor Thesis from the year 2014 in the subject Business economics - Miscellaneous, grade: 2,0, University of Cooperative Education Stuttgart, course: BWL - International Business, language: English, abstract: In this thesis, the author approaches multi-channel distribution within the age of the digital customer, centralizing a strategic adoption in the German automotive industry. By applying a qualitative empirical research design, he determines key success factors and imperatives for building an effective digital business strategy in the German automotive industry and discloses general factors for success to thrive a multi-channel business. The choice of journals was based on the journal ranking at (status as of: 21.01.2014), whereas the author's focus were highly ranked journals from diverse sources within the areas (1) Business Strategy (Strategy and Digital Business Strategy), (2) Marketing (Multi-Channel Marketing), (3) E-Commerce (E-Commerce and E-Commerce Strategy) and (4) Innovation management (Business Model Innovation). The 'Journal of Marketing', 'Harvard Business Review', 'International Journal of Electronic and Commerce', 'European Management Journal' and 'MIS Quarterly' depict the preferential literature source. Furthermore, guideline interviews with industry and solution experts (n = 4) of International Machines Corporation (IBM) have been executed. Having a clear vision across all functions and effective communication with all employees will be vital for the German car manufacturers to embark on the journey of becoming a multi-channel business attracting the digital customer. Creation of awareness for the shift and adopting additional sales channels besides integrating the car dealership networks within the emerging multi-channel environment, offering unique product presentation in digital showrooms and building strategic partnerships with IT-providers in order to thrive. Additionally, car manufacturers that can offer a seamless customer experience across all physical and digital touch points through integrating and penetrating the additional sales channels within...



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