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Framework for Judging Market Potential of Information Products



[1]

Ziel dieser SWITCH-ON-Marktanalyse-Leitlinie (MAF) ist es, Entwicklern eine Leitlinie und ergänzende Ressourcen zur Verfügung zu stellen, um die Analyse neuer und bestehender Märkte für SWITCH-ON-Produkte und Dienstleistungen zu unterstützen. Diese Leitlinie erleichtert Entwicklern die kritische Bewertung des Potenzials der identifizierten Märkte und Dienstleistungen und unterstützt sie bei der Entwicklung einer geeigneten Markteintrittsstrategie.

Attachments

-  2732-framework-judging-market-potential-d5-1.pdf

Main Link

Download: Framework for Judging Market Potential of Information Products [pdf, 4 MB, Englisch]

Citation

O'Rourke, Eleanor (Hg.) 2014: Report on framework for judging market potential of information products. Deliverable 3.2, Sharing Water-related Information to Tackle Changes in the Hydrosphere - for Operational Needs (SWITCH-ON).

Language

English

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Funding

- Europäische Kommission, Generaldirektion Forschung & Innovation (GD Forschung & Innovation)

Year

2014

Dimension

59 pp.

Project

Verbreitung von wasserbezogenen Geoinformationen für die Praxis (SWITCH-ON)

Project ID

2732

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Keywords

Europe, Market analysis

Source URL (modified on 08/23/2018 - 18:00): <https://www.ecologic.eu/node/14808>

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