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CASE STUDY: MATCHING DELL



GRIN Verlag. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.3in. x 5.3in. x 0.2in.Wissenschaftliche Studie aus dem Jahr 2009 im Fachbereich BWL - Unternehmensfhrung, Management, Organisation, Fachhochschule Ludwigshafen am Rhein, Sprache: Deutsch, Abstract: In 1984, after generating 80.000 revenue per month from upgrading and selling computers out of his dorm room, 18-year-old Michael Dell dropped out of College and founded Dell Computer Corporation. The start-up company was faced to established industry giants like International Business Machines, Compaq...

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