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Case Analysis RealNetworks - RealNetworks still hot in business?

By Malko Ebers

GRIN Verlag Jan 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2004 in the subject Organisation and Administration, grade: 1,7 (A-), University of Constance (FB Politics/Business Administration/Department for Management), course: Startegic management: concepts and cases, 18 entries in the bibliography, language: English, abstract: Since Rob Glaser founded RealNetworks in 1994 the company has been developed to one of the most innovative high quality network companies in the young history of commercial internet. One could say RealNetworks, its invent ion and development of real time internet media streaming such as videos and audio files paved the way for effective and consumer friendly use of internet content. 'Real`s technology had become the dominant standard' and the company achieved an outstand ing market position and was `hot in business`. However since the last years the company is facing increasing competition. As the first step of this management analysis, I examine the environment RealNetworks Rhapsody service is settled in. Afterwards I will give an overview regarding three internal aspects: resource situation, strength and weaknesses of the value chain and core competencies. In the third part I draw...



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