



# Deutsche Telekom's Global Development as a Reaction to the Transformation of the Telecommunication Industry

By Christoph Kuehn

Grin Verlag. Paperback. Book Condition: New. Paperback. 12 pages. Dimensions: 9.8in. x 7.0in. x 0.2in. Essay from the year 2013 in the subject Geography Earth Science - Economic Geography, grade: 1, 0, University of Richmond, language: English, abstract: This paper will examine Deutsche Telekom AG (the company or Deutsche Telekom) response strategies to a highly competitive and in some parts saturated German and European telecommunication market. It will especially consider key concepts, such as the economics of competition, efficiency and scale to account for the company's international expansion. This paper will argue that the company's globalization strategy is consistent with other top 500 companies. Furthermore it will show that Deutsche Telekom has managed to establish an international footprint with a very strong position in Europe. Finally this paper will conclude that the company, although facing strong competition and high future investments, will continue expanding with a special focus on emerging economies, especially Asia and Eastern Europe. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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