

(Ebook pdf) Global overview and a closer look into Adobe's international marketing activity

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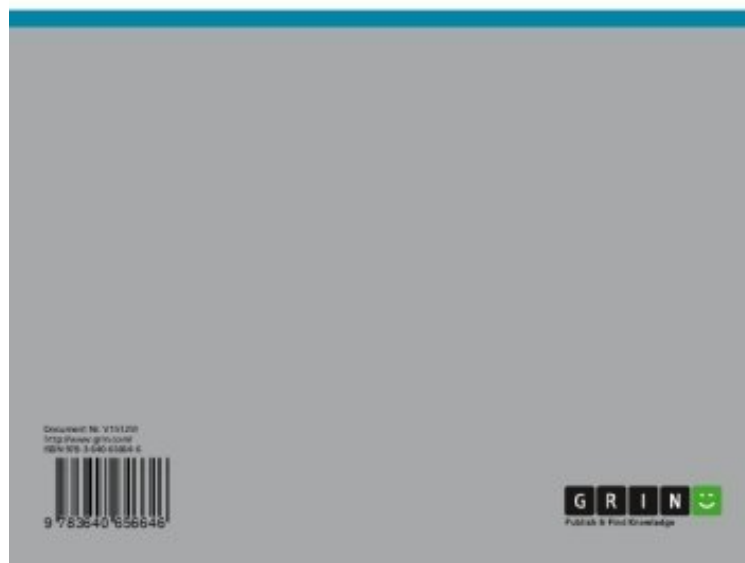
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Seminar paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A+, Boston University, course: International Marketing, language: English, abstract: In the following I will present the company Adobe. This company is of particularly interest for me, as

Adobe's products are used every day, often without realizing it. Adobe has made a high contribution to the way internet is presented to the user. Adobe's annual report of 2009 shows a statistic of comScore stating, that Adobe Flash Player, a software used for playing web based videos, is installed on over 98% of Internet-enabled desktops and approximately 75% of online videos worldwide are viewed using Adobe Flash technology, making Flash the #1 format for video on the web.