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AN ANALYSIS OF THE ROPO EFFECT IN THE FIELD OF AGRICULTURAL INSURANCE IN GERMANY



GRIN Verlag GmbH Jan 2015, 2015. Taschenbuch. Book Condition: Neu. 213x149x4 mm. Neuware - Scholarly Research paper from the year 2014 in the subject Business economics - Banking, Stock Exchanges, Insurance, Accounting, , language: English, abstract: Since the digital transformation of our society, the Internet has proven to be the central factor influencing a purchase decision. This work has set itself the goal of analyzing the ROPO effect (research online, purchase offline) in the process of purchasing agricultural insurance products...

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