

Computer Software Industry in the US - PEST Framework Analysis

<https://marketpublishers.com/r/C80C4F5F06FEN.html>

Date: April 2012

Pages: 20

Price: US\$ 175.00 (Single User License)

ID: C80C4F5F06FEN

Abstracts

The Computer Software Industry can be classified into three broad categories:

System Software: This includes operating systems, compilers and interpreters.

Application Software: This includes cross-industry applications, such as office automation and accounting.

Application Tools: These allow users to retrieve, organize, manage and manipulate data and databases. It includes middleware and software enabling interoperation and communication by users and applications.

Aruvian's R'search analyzes the Computer Software Industry in the United States in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

Contents

A. EXECUTIVE SUMMARY

B. INTRODUCTION TO THE INDUSTRY

B.1 Industry Definition

B.2 Industry Profile

B.3 Future Outlook

C. PEST FRAMEWORK ANALYSIS

C.1 Political Aspects

C.2 Economic Aspects

C.3 Social Aspects

C.4 Technological Aspects

D. GLOSSARY OF TERMS

I would like to order

Product name: Computer Software Industry in the US - PEST Framework Analysis

Product link: <https://marketpublishers.com/r/C80C4F5F06FEN.html>

Price: US\$ 175.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C80C4F5F06FEN.html>