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TRENDSTUDIE BANK ZUKUNFT 2014: TRANSFORMATION DER BANKEN - NEUE WEGE ZU INNOVATION UND WACHSTUM. (PAPERBACK)



Fraunhofer Verlag, 2014. Paperback. Condition: New. Language: German . Brand New Book. Die vorliegende Studie beschreibt strategische Entwicklungstrends im Bankensektor, die im Rahmen einer empirischen Markterhebung unter der wissenschaftlichen Leitung des Fraunhofer IAO erhoben wurde. Dabei werden allgemeine Markttrends, Entwicklungen, Herausforderungen und Maßnahmen von Banken für das Jahr 2014 erhoben und analysiert. Die Untersuchung umfasst die Bereiche allgemeine Entwicklungen im Bankenmarkt , Vertriebsmanagement , Produkt- und Dienstleistungsmanagement , Organisation und Prozessmanagement , Einsatz von IT sowie Trendmanagement in Banken. Darüber...

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- Authored by Claus-Peter Praeg
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