



## Online based service strategy

---

By Hanno Fitte

GRIN Verlag Okt 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, University of applied sciences Frankfurt a. M., language: English, abstract: The following assignment gives an overview on internet based service strategies and specifies them with the example of the Deutsche Bank's product db OnlineBanking. The assignment is structured by defining some general aspects concerning strategy, elements of strategy and a short summary of the main changes in strategy. Afterwards, it gives a detailed view on the three main concepts of internet based service strategies followed by the example of Deutsche Bank's homepage and its product db OnlineBanking. The example discusses how Deutsche Bank implements these service strategies as a concrete configuration in its daily business. The last paragraph analyses the reason of providing online based services, advantages and disadvantages for both Deutsche Bank and its clients. 28 pp. Englisch.



**READ ONLINE**  
[ 7.56 MB ]

### Reviews

*Very useful for all group of people. It is amongst the most incredible pdf i actually have read through. Its been written in an extremely straightforward way and it is just right after i finished reading through this pdf by which basically modified me, change the way i think.*

**-- Felicia Nikolaus**

*These sorts of ebook is the ideal book offered. It can be written in simple terms rather than confusing. I discovered this pdf from my dad and i advised this publication to understand.*

**-- Mr. Alejandrin Murphy PhD**