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Gabler, 2001. Softcover. Book Condition: Neu. Neu Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - In den vergangenen Jahren haben die Banken ihre ersten Erfahrungen auf dem Gebiet des Internet Banking gesammelt. Der Druck der Institute, rasch am Markt präsent sein zu müssen, und die enorme Dynamik des Umfelds verursachten eine Reihe von "Kinderkrankheiten", die dieses Buch aufdeckt, um daraus wertvolle Hinweise zur Perfektionierung von Online-Strategien abzuleiten. Aspekte des Marketing nehmen dabei naturgemäß einen breiten Raum ein: One-to-One-Kommunikation wird die undifferenzierte Kundenansprache der meisten Netzauftritte ablösen. Sicherheits- und Haftungsfragen kommen jedoch genau so wenig zu kurz wie der Schlüsselfaktor Humankapital: Ist das Berufsbild des klassischen Bankkaufmanns noch zeitgemäß, um im E-Banking erfolgreich zu sein. Jörg Birkelbach und sein Team zeigen: Es gibt im Internet genug schlechte Beispiele, um daraus zu lernen. 330 pp. Deutsch.

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