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CYBER FINANCE - THE NEXT GENERATION



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...

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- Authored by Jörg Birkelbach
- Released at 2001



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