



Industrialisierung der Kreditwirtschaft: Informationstechnologie und Managementkonzepte (German Edition)

Oskar Betsch, Peter Schloten

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Kosten- und Wettbewerbsdruck kennzeichnen den deutschen Bankensektor und üben einen nie zuvor dagewesenen Reformzwang aus. Ähnlich wie die Automobilindustrie zu Beginn der neunziger Jahre erkennen auch die Banken die Notwendigkeit, sich auf ihre Kernkompetenzen und den optimalen Ressourceneinsatz zu konzentrieren. Die Fortschritte in der IT haben die derzeitige Umbruchsituation eingeleitet und beschleunigt. Gleichzeitig kommt der IT aber auch eine Schlüsselrolle bei der Bewältigung des Strukturwandels zu. Das Buch schildert die aktuelle Situation der Banken und zeigt anhand "industrieller" Management- und Reformkonzepte Lösungswege auf.

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