



# Kreditwirtschaftliche Vertriebsstrategien (German Edition)

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# Kreditwirtschaftliche Vertriebsstrategien (German Edition)

## Kreditwirtschaftliche Vertriebsstrategien (German Edition)

Nachdem als Folge der Banken-/Finanzmarktkrise zunächst die daraus resultierenden Regulierungsvorschriften in den Fokus der Kreditwirtschaft geraten waren, rückt nunmehr die Kunden- und Vertriebsorientierung verstärkt ins Visier der Banken, sei es um verlorenes Vertrauen der Kundschaft zurückzugewinnen oder um dem technologischen Fortschritt ebenso wie sich auch sonst verändernden Kundenbedürfnissen gerecht zu werden und die eigene Ertragslage wieder aufzubessern. Mit dem Rahmenthema des 13. Norddeutschen Bankentags "Kreditwirtschaftliche Vertriebsstrategien" wird diese Herausforderung aufgegriffen und der Frage nachgegangen, wie - mit welchen Zielen, Konzepten, Kundenfokussierungen, Medien etc. - sich die Banken im Wettbewerb auch gegenüber Nichtbanken behaupten können.

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