

# Zukünftige Entwicklungen Im Bankmarketing - Hendrik Wilhelm

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Diese Hausarbeit wurde im Rahmen der Veranstaltung 'Marketing für Finanzdienstleistungen' an der Universität Lüneburg, Fachbereich Wirtschaft, im Wintersemester 2004/2005 verfasst. Dabei geht es um zukünftige Entwicklungen im Bankmarketing. Beginnen werde ich mit verschiedenen Definitionen der Begriffe Bank und Marketing. Dann erkläre ich die verschiedenen Marketinginstrumente, Produkt- und Sortimentspolitik, Distributionspolitik, Preis- und Konditionenpolitik sowie Kommunikationspolitik und lasse immer wieder neue Entwicklungen im Bankmarketing einfließen. Anschließend gehe ich kurz auf das Mitglieder-Marketing ein. Schließlich rundet ein Fazit diese Arbeit ab. Author: Wilhelm, Hendrik Publisher: GRIN Verlag Illustration: N Language: GER Title: Zukünftige Entwicklungen im Bankmarketing Pages: 00026 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638394666 Category: Business & Economics : Industries - General

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