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Angesichts der tiefgreifenden Änderungen der Transformationsprozesse im Finanzdienstleistungsbereich und in der betrieblichen Finanzwirtschaft sind innovative Financial-Management-Lösungen heute mehr denn je gefragt. Dieses Buch, welches sich gleichermaßen an Entscheidungsträger und Fachexperten aus Praxis und Wissenschaft richtet, greift diesen Bedarf auf und präsentiert richtungsweisende Forschungs- und Praxisarbeiten insbesondere in den Themenbereichen: Elektronische Finanzdienstleistungswirtschaft, Intermediation im elektronischen Wertpapierhandel/Online Brokerage, Risikomanagement und Kapitalallokation in Kreditinstituten und e-Insurance. Das Buch zeigt somit auf, welche vielversprechenden Lösungspotentiale durch den integrierten Einsatz informationstechnischer und finanzwirtschaftlicher Methoden und Konzepte eröffnet werden.

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