

## Online based service strategy



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*It is really an incredible publication which i actually have possibly read through. It really is written in easy phrases and not confusing. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

*(Jodie Wehner)*

## ONLINE BASED SERVICE STRATEGY



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GRIN Verlag Okt 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, University of applied sciences Frankfurt a. M., language: English, abstract: The following assignment gives an overview on internet based service strategies and specifies them with the example of the Deutsche Bank s product db OnlineBanking. The assignment is structured by defining some general aspects concerning strategy, elements of strategy and a short summary of the main changes in strategy. Afterwards, it gives a detailed view on the three main concepts of internet based service strategies followed by the example of Deutsche Bank s homepage and its product db OnlineBanking. The example discusses how Deutsche Bank implements these service strategies as a concrete configuration in its daily business. The last paragraph analyses the reason of providing online based services, advantages and disadvantages for both Deutsche Bank and its clients. 28 pp. Englisch.



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