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Providing a comprehensive assessment of the strategies of banks and insurance companies in the move towards an internal European market for financial

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services, this book analyzes the latest theoretical and institutional developments. It also provides a range of case studies of actual cross-border entry strategies of some of the largest European financial institutions.

Business Processes are one of the critical drivers for any organisation in realizing their organizational strategic objectives. This means that management must constantly review and realign organizational processes to reflect the massively unfixed nature of business demands, such as changing market circumstances; the changing demands of new customer and existing

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customers; new products and pricing; changes in strategy; and linking processes to new partners and suppliers. Establishing and maintaining a process-focused organization is critical as organizations are pressured to keep achieving further growth and profitability, preferably in double digits, whilst the avenues available for achieving this growth are getting more and more restricted due to legislation, global competition and saturation in the market place. This highly accessible book provides a clear and thorough exposition of the six key dimensions necessary for the creation of a process-focused organization: * process governance * strategic alignment * methods (execution/implementation) * people * culture *

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Cases in Marketing Financial Services presents several cases from different countries relating to the marketing of financial service. The book tackles both strategic and tactical marketing issues, and then covers a wide range

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of institutions and markets. The text will be of great use to professionals in the financial service industry.

Corporate accountability must be examined within the perspective of a company's business challenges. There is a synergy between shareholder value and the responsibilities of management. This book is based on an extensive research project done by the author in the 2001 to 2003 timeframe in the United States, England, Germany, France, Italy and Switzerland. It includes a great deal of case studies in corporate accountability and governance, particularly among financial institutions. Significant attention is also paid to good governance of pension funds.

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The CISSP (Certified Information Systems Security Professionals) exam is a six-hour, monitored paper-based exam covering 10 domains of information system security knowledge, each representing a specific area of expertise. This book maps the exam objectives and offers numerous features such as exam tips, case studies, and practice exams.

“ We are at a crossroads: either we can try to prop up the old, broken marketing model, or we can create a new model, one that is fit for the unique challenges of today. ” —From Good Is the New Cool Marketing has an image problem. Media-savvy millennials, and their

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younger Gen Z counterparts, no longer trust advertising, and they demand increased social responsibility from their brands—while still insisting on cutting-edge products with on-trend design. As always, brands need to be cool—but now they need to be good, too. It ' s a tall order, and with new technology empowering consumers to bypass advertisements altogether, it won ' t be long before the old, advertising-based marketing model goes the way of the major label. If only there was a new model, one that allowed companies to address environmental, civic, and economic issues in a way that grew their brand and business, while giving back to society, and re-branding branding as a powerful force for good. Enter Good is

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The New Cool, a bold new manifesto from marketing experts Afdhel Aziz and Bobby Jones. In provocative, whip-smart, and streetwise style, they take aim at conventional marketing, posing the questions few have had the vision and courage to ask: If the system is broken, how can we fix it? Rather than sinking money into advertising, why not create a new model, in which great marketing optimizes life? With seven revolutionary new principles—from “Treat People as Citizens, Not Consumers,” to “Lead with the Cool”—and insights and interviews from a new generation of marketers, social entrepreneurs, and leaders of such brands as Zappos, Citibank, The Honest Company, as well as the culture creators working with artists like

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Lady Gaga, Pharrell, and Justin Bieber, this rule-breaking book is the new business model for the twenty-first century, and a call to action for anyone committed to building a better tomorrow. This visionary book won't just change your business—it will change the world.

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