



Value-Driven Bank: Strategies for Total Market Satisfaction (Hardback)

By R. Eric Reidenbach, Etc.

McGraw-Hill Education - Europe, United States, 1995. Hardback. Book Condition: New. 236 x 161 mm. Language: English . Brand New Book ***** Print on Demand *****.Business as usual simply will not work in today s banking environment. In fact, many of the problems facing the commercial banking industry have resulted from current bank management practices. The Value Driven Bank clearly articulates a blueprint for change - a change that will enable your bank to leverage superior customer value into greater profitability and market leadership. Becoming the outstanding value deliverer begins with a vision of value excellence that transcends the entire organization. This vision becomes a critical component in the value infrastructure focusing the bank on three key strategies: the identification, creation, and maintenance of a value advantage. The value quiz tests your bank s value quotient and its capacity to become a deliverer of outstanding financial services value. An easy to read, step-by-step model discusses the various value tools and takes you to a final compelling chapter on one of the most difficult issues facing bank management today - how to change to survive.



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