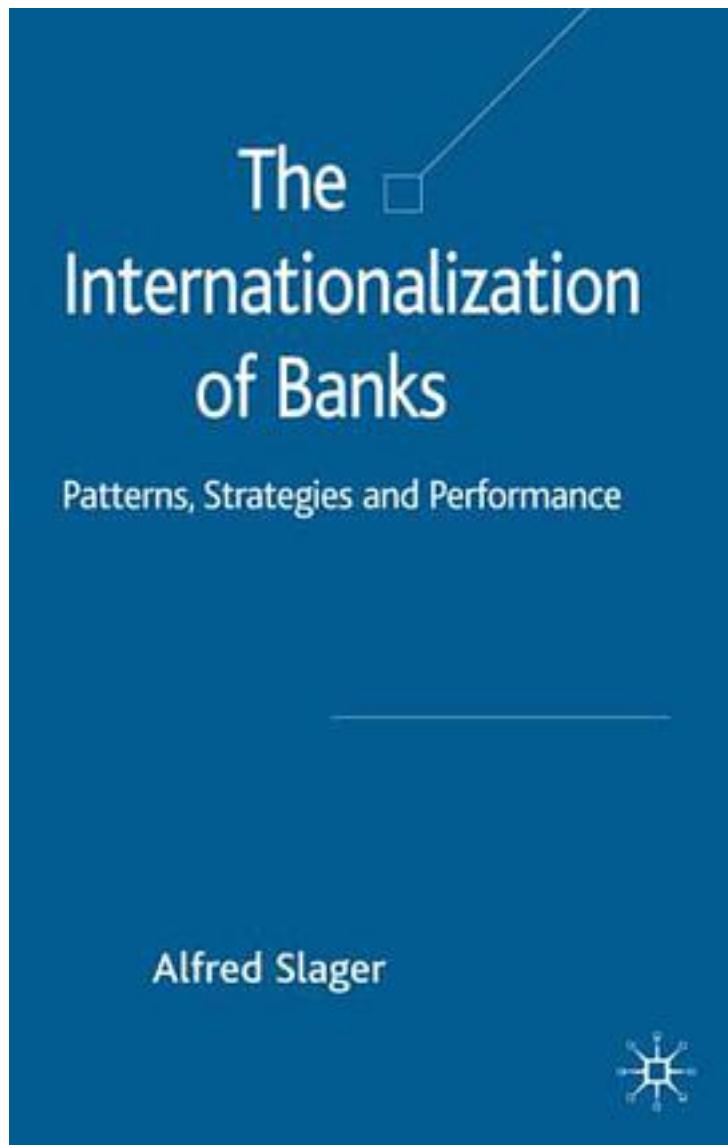


The Internationalization of Banks



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著者:Alfred Slager

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An increasing number of the world's largest banks now have more activities outside their home country than within. But what do we know about the effects of internationalization, and what is a successful business model for the future? This book explores the formulation, implementation and evaluation of internationalization strategies in banking. The international strategies of the world's leading banks in eight countries are examined, strategic patterns are identified and the effects on profitability, stability and shareholder performance are analyzed.

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