



Bankgeschäft und Finanzmarkt: Praxiswissen kompakt (German Edition)

Doris Wohlschlägl-Aschberger

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Das moderne Bankgeschäft ist untrennbar mit dem Finanzmarkt verbunden. Ohne diese Verbindung wäre eine Bank nicht in der Lage, ihre volkswirtschaftliche Funktion zu erfüllen, Unternehmen und Verbrauchern Finanzdienstleistungen zur Verfügung zu stellen und auf diese Weise eine zentrale Rolle im Wirtschaftsleben einzunehmen.

Die Autorin schildert und erläutert die Aktivitäten einer Bank auf dem Finanzmarkt, indem sie die Notwendigkeit dieser Verbindung für das Bankgeschäft darlegt sowie die Bedeutung von Finanzprodukten für Banken und Kunden im Rahmen des Kernbankengeschäfts erklärt. Dabei stehen einzelne Produktgruppen und ausgewählte Geschäftsfelder im Vordergrund der Darstellung.

Das Buch richtet sich an Auszubildende, Studenten, Bankmitarbeiter sowie an alle, die sich mit Themen rund um das Bankgeschäft befassen. Es bietet einen leicht verständlichen, an der Praxis orientierten Einblick in das Bankgeschäft auf dem Finanzmarkt und zeigt den Zusammenhang zwischen Bank und Finanzmarkt auf.

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