



## Movement of companies. A case study: Deutsche Bank

By Christian Berger

GRIN Verlag Dez 2013, 2013. Taschenbuch. Book Condition: Neu. 297x210x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2008 in the subject Business economics - Business Management, Corporate Governance, grade: A, Cardiff University, course: International Business Management, 15 entries in the bibliography, language: English, comment: 15 Einträge im Literaturverzeichnis, davon 10 Internetquellen. , abstract: Nowadays the movement of a company abroad has become a very complex question. A business organization has to understand that the international environment has changed in the past twenty years. Today the global economy operates all around the world. There opened new, interesting markets e.g. China or Russia. The figure of international companies has risen faster as originally expected. Kotler et al (2001) argue many other industries as well as the global financial system have become more difficult to understand. According to Valdez (2000), in 1999 Deutsche Bank was ranked number one of the world's largest banks by assets with \$865bn. Today it's ranked number 6, but only number 23 according to profitability. It can be said that Deutsche is an investment Bank which deals with the needs of high net worth individuals e.g. deposits, loans...



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