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Strategy and organization of corporate banking

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Abstrak

The wide range and the frequently renewed formulation of strategies and organization models of corporate banking highlight (a) the absence of both an established theoretical framework and a dominant model, (b) the huge risk of misalignment of strategy, market policies, macro/micro and hard/soft organizational profiles, (c) the pressure imposed on banks personnel who have to reshape skills and competencies as well as to accept new career patterns. By bridging bank management theoretical grounds and the empirical survey of strategic choices, organization models and operating mechanisms in 12 European banks, the book will be of benefit for different groups of readers: bank managers and consultants, bank professionals, academic researchers and students.