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# Credit Relations

Erfolgreiche Kommunikation  
mit Anleiheinvestoren



Springer

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# Credit Relations: Erfolgreiche Kommunikation Mit Anleiheinvestoren (German Edition)

Hans-Werner G. Grunow

Obwohl die marktorientierte Fremdkapitalfinanzierung stark an Bedeutung gewonnen hat, werden credits Relations, additionally die Beziehungen zu Kreditgebern und Anleiheinvestoren, von den (kontinental-)europäischen Unternehmen noch recht stiefmutterlich behandelt. Dabei liessen sich bei optimaler Verzahnung von Investorenansprache, Kapitalmarktkommunikation und Transaktionsgestaltung die Zins- und Kapitaldienste in signifikantem Masse senken. Das Buch beschreibt die Ziele und Aufgaben im Bereich credits kin sowie den effizienten Einsatz der geeigneten Instrumente. Zudem skizziert es die notwendigen personellen Ressourcen. Fallbeispiele und Analysen runden die umfassende Darstellung ab. Damit gibt das Werk fundiert und praxisnah Credit Relations: Erfolgreiche Kommunikation Mit Anleiheinvestoren (German Edition) Hilfestellung bei der Optimierung der Unternehmensfinanzen.

## Credit Relations Erfolgreiche Kommunikation Mit Anleiheinvestoren German Edition

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