

DR. HELBIG & PARTNER

INSIGHT

Growth market insurances -

New positioning due to european competition, fusion fever and the Internet

- ▷ **Spotlight**
Herr Kaiser - quo vadis?
Changes in the insurance branch
- ▷ **Strategy**
Insurances – the perfect product for the Internet
A branch of industry gets ready for the future
- ▷ **Potential**
Direct insurances – a value chain turns upside down
More than one way leads to the customer
- ▷ **Practical Reports**
New companies set example and standard
Experiences from other branches
- ▷ **Business to business**
New business models
OEM insurances and procurement bundling