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The Banco Itau Business Communications Course

[Cohen Summers, Utah State University](#)

Date of Award

5-2009

Degree Type

Thesis

Degree Name

Departmental Honors

Department

Economics and Finance

First Advisor

Dana Swenson

Abstract

In the ever changing business world, establishing a competitive advantage is essential in order to build and sustain the viability of a company. The global investment industry has developed dramatically over the past 20 years generating new opportunities for investors worldwide. One example is exhibited by the increasing global demand for Brazil securities ds well as others in various emerging markets. With this increasing demand by foreign investors in the Brazilian markets, firms are constantly attempting to identify the best, most efficient, cost-effective products and services. Because a majority of the products are relatively the same across the industry, companies must focus on the services they provide to their clientele in order to distinguish themselves as the provider of choice. This paper provides a complete overview of the Banco Itau Business Communications course that personnel developed and implemented to support Itau's constant endeavor to provide its clients with the highest level of service possible. The complete report of the Banco Itau Business Communications Course project contains information that is confidential and also proprietary; items such as employee names, clients' names, and other proprietary information are not incorporated. All examples in this document have been recreated with the permission of Banco Itau and Utah State University.

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Banco Itaú was a former Brazilian bank that merged with Unibanco on November 4, 2008, to form Itaú Unibanco. Banco Itaú began in 1945 under the name Banco Central de Crédito (Central Bank of Credit) and later changed its name to Banco Federal de Crédito (Federal Bank of Credit). In 1964, Banco Federal Itaú S.A. merged Banco Federal de Crédito and Banco Itaú, a rural bank belonging to a group originated in Itaú de Minas, in Minas Gerais countryside. Later that decade, Banco Itaú acquired Banco Sul