



Space Journalism as a Strategic Tool for Innovation and Improved Performance in Regional Banking

Felix Babatunde Ale

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Seminar paper from the year 2015 in the subject Communications - Miscellaneous, , language: English, abstract: In the present day, geographic information systems and space technology are no longer perceived as specializations of highly developed technological advancement and scientific exploration. They have turned out to be essential tools to facilitate development and for business to realise their aims, goals and objectives.

Therefore, space journalism can be exemplified as a technology comprised of several applications such as remote sensing, satellite navigation systems (Global Positioning System) and satellite communication systems.

These applications can be useful to the diverse development segments of the African Development Bank (ADB) and African Export-Import Bank (AFREXIMBANK). Space journalism can advance the efficiency of ADB and AFREXIMBANK businesses.

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