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Тип работы: Эссе

Предмет: Международные отношения

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The relevance of the chosen research topic of this essay is that, Bloomberg is one of the world's largest financial and economic news agencies, providing summaries that both individual businessmen and entire companies need. It all started in 1981 with the company Innovative Market Systems, which employed four people, including Michael Bloomberg himself. The birth of the company Innovative Market Systems falls at the time of universal computerization, which played a positive role in the development of business in this area. At the same time, the start-up capital of the company amounted to \$ 10 million. The services provided by this company are business consulting. But the idea was to provide various business information not like other companies - chaotically, but structured, highlighting current trends. The main competitor in this market was the Reuters news agency [6]. The technological boom that began played a huge role in the development of the young company. Many companies were interested in introducing the latest computer systems, but few of them understood in which direction they should develop.

In 1982, Merrill Lynch became the first client of the new company, installing 22 terminals and investing \$ 30 million in Michael Bloomberg.

Today, Bloomberg Professional terminals are present in almost all financial companies that require such devices. This is to some extent a corporate standard, like Microsoft Windows on the operating system market. At the same time, the Bloomberg Professional system has shown its reliability and functionality over time, thereby confirming the highest quality of the product [6].

List of literature

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