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Altri autori (Persone)	VintenGerald
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Note generali	Description based upon print version of record.
Nota di contenuto	CONTENTS; EDITORIAL ADVISORY BOARD; Guest editorial; Customer perspectives on the role and importance of branding in Irish retail financial services; Re-engineering service quality process mapping: e-banking process; Learning during developing and implementing new bank offerings Eric Stevens Groupe ESCM, Tours, France, and Sergios Dimitriadis Athens University of Economics and Business, Athens, Greece; American consumers' attitudes towards commercial banks A comparison of local and national bank customers by use of geodemographic segmentation Product development in UK retail banking Developing a market-oriented approach in a rapidly changing regulatory environment Enhancing microfinance outreach through market-oriented new service development in Indian regional rural banks; Note from the publisher
Sommario/riassunto	As services increasingly become a crucial sector of Western economies, the need for scholarly research focusing on the management of product-related decisions becomes stronger. In the financial services sector in particular, deregulation has led to intense and quite diverse

competition, while the development of e-banking has added to the intensity of competition.
