

1. Record Nr.	UNINA9910451268303321
Titolo	Financial services [[electronic resource] /] / guest editor, Rachel Brown
Pubbl/distr/stampa	Bradford, : Emerald Group Press, c2007
ISBN	1-280-92895-6 9786610928958 1-84663-437-7
Descrizione fisica	1 online resource (53 p.)
Collana	Strategic direction ; ; 23, no. 6
Altri autori (Persone)	BrownRachel
Disciplina	346.41 346.41/082
Soggetti	Strategic planning Business planning Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Table of contents; Viewpoint; Goldman Sachs' golden touch; Building brand values through internal marketing; An interview with Peter Kelly; Governing the corporates; Chief executives you can bank on; Competitive banking; An interview with Zahirul Hoque; Wells Fargo and First Direct lead the way in the banking sector; The retail banking industry in 2015; Funding ethical causes is no joke; An interview with Arkadi Kuhlmann; What's on the web; Abstracts; Suggested reading; Diary
Sommario/riassunto	Financial services is the largest industry in the world in terms of earnings. With the increased level of competitiveness within the financial services industry, what defines those organizations which successfully stay on top?. This e-book has a blend of reviews, case studies and interviews. It examines recent case studies of companies in trouble to see how they are turning their fortunes around (Morgan Stanley) and the strategies which are keeping others constantly ahead of the game, such as Goldman Sachs. It also looks at the important issue of corporate social responsibility, and how banks