Record Nr. UNINA9910451526803321 The international journal of bank marketing . Volume 26, Number 1 The Titolo future of retail banking [[electronic resource] /] / guest editor: Kent Eriksson Bradford, West Yorkshire, England, : Emerald Group Pub., 2008 Pubbl/distr/stampa **ISBN** 1-281-38509-3 9786611385095 1-84663-767-8 Descrizione fisica 1 online resource (73 p.) The international journal of bank marketing; ; v. 26, no. 1 Collana Altri autori (Persone) ErikssonKent Disciplina 300 Soggetti Banks and banking Bank marketing 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; CONTENTS; Editorial advisory board; Guest editorial; Population ageing: opportunities and challenges for retail banking; Basic values and objectives regarding money; Industry-embedded financial decision making; Collaboration to improve local business services Banks have a long history of conservatism in their business practices, Sommario/riassunto however, for the past decade, changes in technology, regulation and general economic conditions have transformed the industry. This ebook assesses the opportunities and challenges facing retail banking. It finds that whilst the future of retail banking is promising, there is a need to develop knowledge, methods and applicable frameworks to better seize the opportunities that lie ahead.