

1. Record Nr.	UNINA9910807885803321
Titolo	The international journal of bank marketing . Volume 26, Number 1 The future of retail banking // guest editor: Kent Eriksson
Pubbl/distr/stampa	Bradford, West Yorkshire, England, : Emerald Group Pub., 2008
ISBN	1-281-38509-3 9786611385095 1-84663-767-8
Edizione	[1st ed.]
Descrizione fisica	1 online resource (73 p.)
Collana	The international journal of bank marketing ; ; v. 26, no. 1
Altri autori (Persone)	ErikssonKent
Disciplina	300
Soggetti	Banks and banking Bank marketing
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
Sommario/riassunto	Banks have a long history of conservatism in their business practices, however, for the past decade, changes in technology, regulation and general economic conditions have transformed the industry. This e-book 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.