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Nota di contenuto	Private Banking: Building a Culture of Excellence; Contents; Preface; Acknowledgments; Chapter 1: A Framework for Excellence in Private Banking; Vision and Mission; Present Status; Where and How?; Processes, People, and Plans; Metrics; Conclusion; Chapter 2: What Is Driving Private Banking?; An Industry in the Midst of Change; Swiss Industry, International Perspective; Evolution of the Business Model; Global Financial Centres; Wealth Management in Transition; The Four Key Drivers; Markets; Evolving Regulatory Landscape; A Changing Client Profile; Competition and Growth; Conclusion; Notes Chapter 3: Finding the Right Organisation and Operational Strategy Organisational Forms and Trends; Private Banking Structures; Organisational Structures; Universal vs. Pure-Play?; The Problem of Referrals Management; Designing the Organisation; Bundling and Unbundling; The Three-Pillar Approach in Corporations; The Three-Pillar Approach Applied to Private Banking; Conclusion; Notes; Chapter 4: Forces Shaping the Regulatory Environment; The Regulatory Environment; International vs. National Interests; Waves of Regulatory

Pressure; Threats and Enablers

How Regulators and the Industry are Addressing Global and National ConcernsThe "War on Privacy"; Booking Centre Competition; Conclusion; Note; Appendix: Some Key Regulatory Bodies and Legislation; International Regulatory Bodies; Partial List of National Regulators; Regional and National Legislation; Chapter 5: Putting Clients at the Centre; Making Sense of Client Diversity; Arguments for Segmentation; Current Segmentation Practices; Snapshot of Segmentation Criteria; Level of Wealth; Geographic Origin; Source of Wealth; Behavioural Segmentation

Segmentation along the Client Wealth Life Cycle: Keeping an Eye on the Bigger PictureAttracting New Clients; Channels and Tools; Retaining Clients Over the Long Term; Client Lifetime Value; The Value and Challenges of Bonding; Retention Tools; Early Warning Signals; Conclusion; Notes; Chapter 6: Beyond Products-Offering Tailored Solutions; Crises as Catalysts; Has Volatility Become the New "Norm"?; The Role of Financial Services and Products in Wealth Creation; Adapting to a Changing Environment; Wealth Aggregation; Wealth Services; Matching Client Needs to Products and Services

The Advisory ProcessConclusion; Notes; Appendix 1: Overview of the Most Common Financial Products; Basic Products; Funds and Related Investment Products-An Overview; Mutual Funds; ETFs, ETNs, and other Exchange-Traded Vehicles; Hedge Funds; Funds of Funds; Private Equity; Structured Products; Appendix 2: Key Criteria in the Selection of Funds and Funds of Funds; Rating; Organisation; Investment Process; Investment Professionals, Fund Managers; Historical Performance; Chapter 7: Why Brand Matters; The Origins of Branding; The Functions of a Brand; Why Is Brand So Important in Private Banking? How Premium Brands Thrive

Sommario/riassunto

An insightful overview of the keys to world-class client service in the private banking sector As the number of wealthy individuals around the world increases, private banking and wealth management companies have grown to keep pace. After the fast growth the long term success is predicated on both winning and keeping clients, making a client-centric model a must. Private Banking: Building a Culture of Excellence provides a clear, easy-to-follow guide to building a committed base, written by an industry expert. Presenting an overview of the elements required to build
