

Competitive Strategies In European Banking by Lion Publishing

Competitive Strategies In European Banking

This book integrates both the changing structure of the commercial banking industry in Europe and the strategic implications of these changes. It begins by concentrating on the economics of banking, presenting an analysis of the principal environment forces affecting the financial sector: deregulation, internationalization, economic instability, technical change, and financial innovation.

Competitive Strategies in European Banking - Oxford ...

could cause some competitive strategies in the European Banking Sector. The weak economic environment, historically low interest rates, low profitability levels as well as the wave of new regulation and growing risks of competitive interruption have been challenging the European banking sector. Banks need to

Competitive strategy selection in the European banking ...

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The third part of the book is dedicated to an analysis of some of the strategic choices of European banks, such as scale, diversification, and internationalization. Finally, the pace of change within the European banking industry is evaluated, as well as how some of the banks are adapting to the new environment.

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in Competitive Strategies in European Banking. Published in print June

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This chapter describes the three generic strategies available to any bank to build a sustainable competitive advantage vis-á-vis competitors. It examines how one strategy or another should be implemented within the context of a unified market in 1992.

Competitive Strategies of the European Banks - Oxford ...

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This is a strategic analysis of the European banking sector using Michael Porter's framework for industry and competitor analysis. The book surveys both the changing structure of the commercial banking industry in Europe and the strategic implications of these changes for the major players in the leading five EC countries.

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