



Private Banking in Europe: Serious Wealth (Routledge International Studies in Money and Banking)

Lynn Bicker

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Private banking is one of the highest growth and most profitable financial businesses in Europe. A large proportion of the market remains untapped and the 1990s are likely to bring significant expansion in developing countries.

Private Banking in Europe provides new insights into the private banking industry, its growth and future, and emerging opportunities for private bankers and their clients. It debates the importance of global and local service; the potential dichotomy between the wealthy and the successful, and considers the private banking industry. A comparison of key players and their chosen markets and strategies is complemented by an exploration of the growth of intermediaries and unexpected competitors. The work also includes a study of non-European influences. The book offers a valuable insight into private banking, through the eyes of the bankers themselves. The final chapter is devoted to private bankers' own view of their industry, their competition and future directions.

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