

Competitive Strategies in European Banking



Profound changes have taken place in the role of banking in developed countries in recent years and further important structural alterations will surely follow. This study of European banking surveys both the changing structure of the commercial banking industry and the strategic implications of these changes. Drawing on Michael Porters framework for industry and competitor analysis, Canals includes a general analysis of the economics of banking, in-depth studies of current trends in the five main EC countries, a look at strategic choices made by European banks, and an assessment of the pace of change.

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that, from a market point of view, important changes have occurred in banking activities due to the attitudes of families and firms regarding financial **Competitive strategies in European banking / Jordi Canals. - Version 7** The unified

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