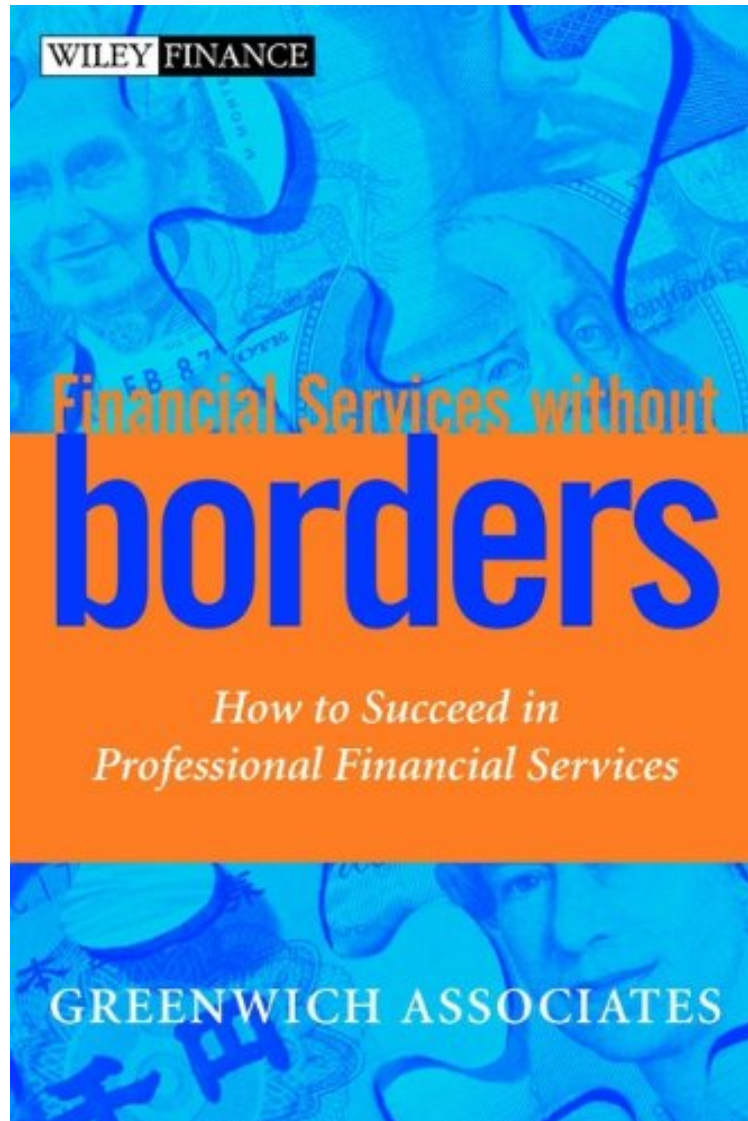


(Ebook pdf) Financial Services without Borders: How to Succeed in Professional Financial Services  
(Frontiers in Finance Series)

## **Financial Services without Borders: How to Succeed in Professional Financial Services (Frontiers in Finance Series)**

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**Greenwich Associates : Financial Services without Borders: How to Succeed in Professional Financial Services (Frontiers in Finance Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Financial Services without Borders: How to Succeed in Professional Financial Services (Frontiers in Finance Series):

Lessons from the leading financial consulting firm What is good financial service? Being knowledgeable. Keeping in touch. Knowing your client's needs. For the past twenty-five years, senior executives of professional financial services firms have relied on the experience of Greenwich Associates in establishing their strategy to attract and keep a committed client base-the core of financial services consulting. Based on work they have done at virtually all of the world's leading professional financial services organization, this book shares the techniques developed and lessons learned in the Greenwich Associates' proprietary research and experience consulting for over a quarter of a century.

From the Inside Flap "We continue to advise our clients to 'over-invest' in developing relationships with prospective customers-prospects carefully 'targeted' because of the advantageous match-up between the services our clients particularly want to sell and the services these well-chosen prospects will really want to buy." Professional financial services markets around the world have experienced a remarkable transformation during the past three decades. We've witnessed the rise of globalization as the borders that limited and protected most national markets have been largely eliminated. Regulations have been set aside or superseded. Established leaders such as J.P. Morgan, SG Warburg, and Swiss Bank Corp. have been taken over. New products have become dominant while familiar products have been discontinued. Prices on some products and services are up fourfold while prices on others have been quartered. Change is a continuing constant of this dynamic-even turbulent-centerpiece of the world's economies. With this transformation, it's more important than ever to understand past changes and anticipate future ones. Financial Services without Borders offers a comprehensive look at these dynamics and identifies effective, responsive strategies. The research and information presented will give you a better understanding of what today's clients need from their professional financial service providers. With this knowledge, you'll discover how to improve dramatically the value of the services you deliver. Based on nearly thirty years of proprietary research by consultant experts of Greenwich Associates and the experience found in consulting with the leaders of virtually all the leading professional financial services organizations around the world, this book shares the most important lessons learned and put into action. It gives practical advice on how to establish policy, strategy, and tactics in order to attract and keep committed clients. And it includes the techniques that have been used so successfully by the partners of Greenwich Associates over the past three decades. Financial Services without Borders also explores the latest innovations and structural changes in the major financial markets, making it an invaluable resource for anyone interested or working in professional financial services as either a buyer or a seller.

From the Back Cover Praise for Financial Services without Borders "Financial Services without Borders accurately describes the world in which we battle our competitors every day and effectively captures the many issues that we must successfully address to win with our clients as well as our shareholders."-Hugh L. McColl Jr., Chairman and Chief Executive Officer, Bank of America "By providing Chase with insight into what financial services users want and need over time and, therefore, how we can serve them better, the people of Greenwich Associates have helped us grow from a regional commercial enterprise to a leading global investment bank."-William B. Harrison Jr., President and Chief Executive Officer, J.P. Morgan Chase Co. "Since day one at Greenwich Associates, Charles Ellis and his team have been advisors without peer to the world's leading financial services firms. Financial Services without Borders brings their expertise to everyone who cares to listen. If you want to stay on top, this is an informative read."-Michael R. Bloomberg, Founder and Chief Executive Officer, Bloomberg, L.P. "Financial Services without Borders is an impressive body of work that successfully capitalizes on nearly thirty years of first-class research into the financial services industry. It has something for everyone in our industry, but I particularly enjoyed the analysis of the U.S. institutional markets."-Carol Galley, Joint Chief Operating Officer, Merrill Lynch Investment Managers "For many years to come Financial Services without Borders will remain both the comprehensive study of the developed world's financial services industry and the indispensable guide to success in the field."-Peter F. Drucker "'Don't get confused' is the first requirement for successful leadership in the world's dynamic financial markets. With its remarkable research product and devotion to the interests of its clients, Greenwich Associates has earned a very special position of trust and respect among financial leaders worldwide. This volume emphasizes the high quality of work that they do."-Donald P. Jacobs, Dean of The Kellogg Graduate School of Management, Northwestern University "The competitive landscape of financial services continues to evolve at a remarkable pace. No firm is better positioned to understand that evolution than Greenwich Associates, the trusted advisor, consultant and global research firm. This book collects and documents in a systematic way their observations and analysis of that fast-changing world."-Jay O. Light, Dwight P. Robinson Jr. Professor of Business Administration, Harvard Business School

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