

The Multinational Banking Industry (RLE Banking & Finance) (Routledge Library Editions: Banking & Finance)



The role of international banks within the developed economies has come under increasingly hostile public scrutiny, yet little attention has been paid to the structure and purpose of the banks themselves. Most existing studies concentrate on the part played by international banks as intermediaries in the domestic and international economy, failing to consider the foremost concern of the banks themselves their success as business enterprises. This book examines the practical problems faced by the Universal Multinational banks (UMNBs) in the fields of strategic planning and business development. It explains the common constraints encountered by the UMNBs, showing that, whether they like it or not, current market pressures are governing their policies in all the developed economies. Through studying the management structures and business policies of these banks this book provides a much clearer picture of their activities in the world economy. Initially, it concentrates on the UMNBs of the USA since they have provided a strategic model for other global banking concerns. The UMNBs of Japan, Britain, France, Germany, Canada and Switzerland are then discussed to establish their similarities and differences: case studies are included at the end of each chapter to illustrate and reinforce the points made in the preceding text. Although written in 1984 the author successfully predicted many of the subsequent developments in the field of information technology and competition in world markets, which led to the emergence of global financial enterprises.

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