



The Future of Retail Banking in Europe: A View from the Top

Oonagh McDonald, Kevin Keasey

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The Future of Retail Banking in Europe: A View from the Top Oonagh McDonald, Kevin Keasey

Within Europe, the banking sector is commencing a period of considerable change and consolidation. Advances in technology, competition from the non-banking sector, the introduction of the Euro, a European Central bank and, possibly, pan-European Regulation, combined with the challenge from US banks, increased mergers and changing practices means 21st century banking is changing immeasurably. *The Future of Retail Banking in Europe* is written in an accessible style by Oonagh McDonald and Kevin Keasey, two of the leading authorities in the field and includes:

- In-depth analysis of the banking structures in all the major European markets.
- Foreword by Guy Warren, Head of Banking, Europe, Unisys Corporation
- Unique insights into the industry from the CEOs of major European banks. The challenges being faced in the industry and predictions into what the future holds for retail banking in Europe. This book will be essential reading for middle and senior managers in the banking and financial service sectors, both suppliers and investors in the banking sector, and MBA students.

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