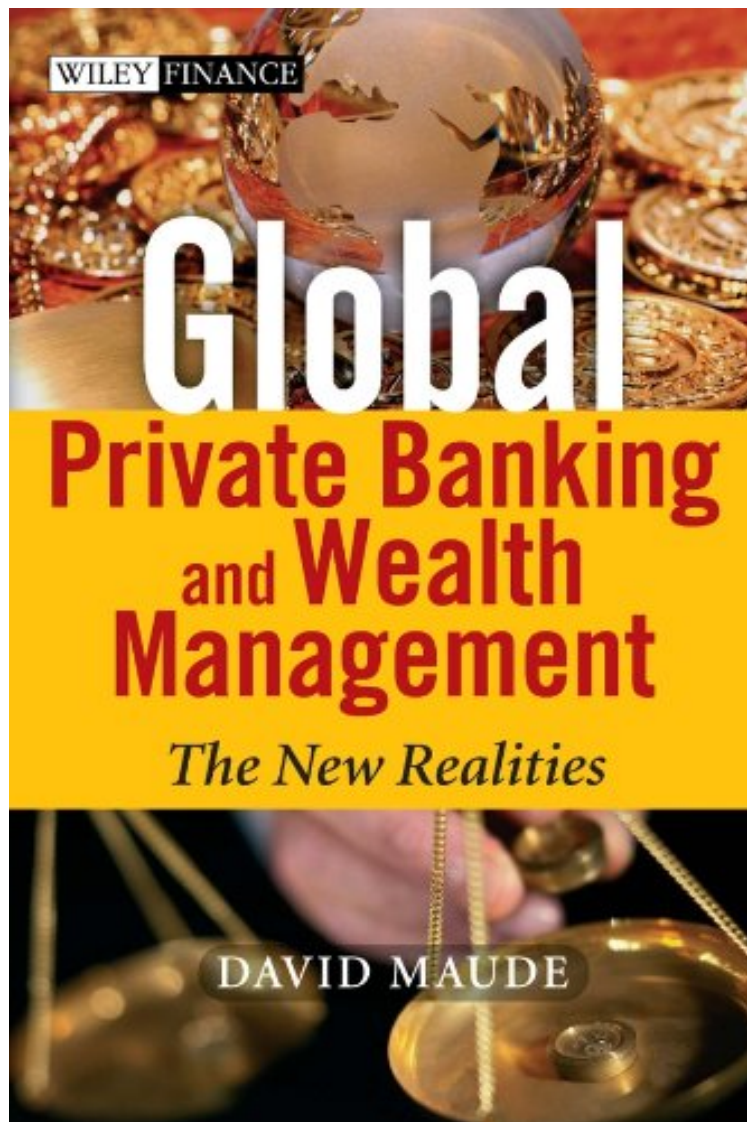


(Mobile book) Global Private Banking and Wealth Management: The New Realities (The Wiley Finance Series)

## Global Private Banking and Wealth Management: The New Realities (The Wiley Finance Series)

David Maude

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**David Maude : Global Private Banking and Wealth Management: The New Realities (The Wiley Finance Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Global Private Banking and Wealth Management: The New Realities (The Wiley Finance Series):

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Wealth management is one of the areas in which banks and other personal financial services players are investing heavily. But the market is changing fast. Going forward, players therefore need to adapt their strategies to the new realities: what worked in the past will not, for the most part, be appropriate in the future. This unique book, written by a former McKinsey consultant, offers an up-to-date, detailed, practical understanding of this exciting area of financial services.

From the Inside Flap Global Private Banking and Wealth Management. "David Maude has written a fascinating and comprehensive overview of private banking which will be of great interest to practitioners, clients and students." - Dr. Alex W. Widmer, Chief Executive, Officer, Private Banking, Julius Baer "The essence of private banking has not changed for hundreds of years, but the global environment in which we operate and the tools at our disposal are evolving at an unprecedented rate. This book is welcome for providing a remarkably thorough, detailed and accurate overview of the industry and the issues it presently faces." - Alexander Hoare, chief Executive, C Hoare Co "David Maude has produced a powerful analysis of the wealth management market. At a time when the industry is evolving rapidly and facing numerous challenges, this book will be particularly relevant and helpful to private banking professionals around the globe." - Francois Debieesse, Chief Executive Officer, BNP Paribas Private Bank "A Comprehensive guide to the wealth management industry in terms of development, the current economic and competitive landscape, and future areas of growth." - Bryan Henning, Global Product Head, Wealth Management, Standard Chartered Bank From the Back Cover Wealth management is one of the areas in which banks and other personal financial services players are investing heavily. But the market is changing fast. Going forward, players therefore need to adapt their strategies to the new realities: what worked in the past will not, for the most part, be appropriate in the future. This unique book, written by a former McKinsey consultant, offers an up-to-date, remarkably detailed, practical understanding of this exciting area of financial services. Packed with best-practice examples and perspectives on the opportunities ahead, highlights include: Wealth management challenges: new and old The changing client profile New products, pricing and channels Competitor and business-model landscapes External challenges and opportunities Future perspective Wealth market analyses for 25 countries For anyone involved in wealth management, this should be a compulsory read. About the Author DAVID MAUDE is an independent consultant. A former consultant at McKinsey Company, he serves financial institutions around the world, advising on their key strategic,

organisational and operational issues. He has also worked in strategy for Barclays, and spent six years as a senior economist at the Bank of England and HM Treasury. He co-authored the pioneering Euromoney book, *Private Banking: Maximising Performance in a Competitive Market*, published in 1996. He may be contacted at [david\\_maude@lycos.co.uk](mailto:david_maude@lycos.co.uk).