



# Global Banking 2020: Foresight & Insights (Enhanced Version)

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Global banks face a threatening future. Regulations are getting tougher. Competition from emerging markets and non-banking companies is getting stronger. The need to invest in cutting-edge information technology is growing. And some traditional lines of business are shrinking.

What strategies should executives at global banks use to succeed over the next decade?

To answer that question, Ernst & Young and Knowledge@Wharton undertook a year-long scenario-planning process that identified four possible futures: Business as Usual, Financial Issues, New Markets, and Change, Change, Change. For each scenario, they devised key strategies for banks to undertake now. Global Banking 2020: Foresight & Insights is their report, which includes 17 videos and extensive analysis by Wharton faculty, Ernst & Young executives and high-level participants from major banks.

Top executives at global banks will find a wealth of strategies in this video-enhanced ebook that can be used now to identify opportunity in a quickly changing environment, enabling their firms to emerge from a tumultuous period as winners.

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