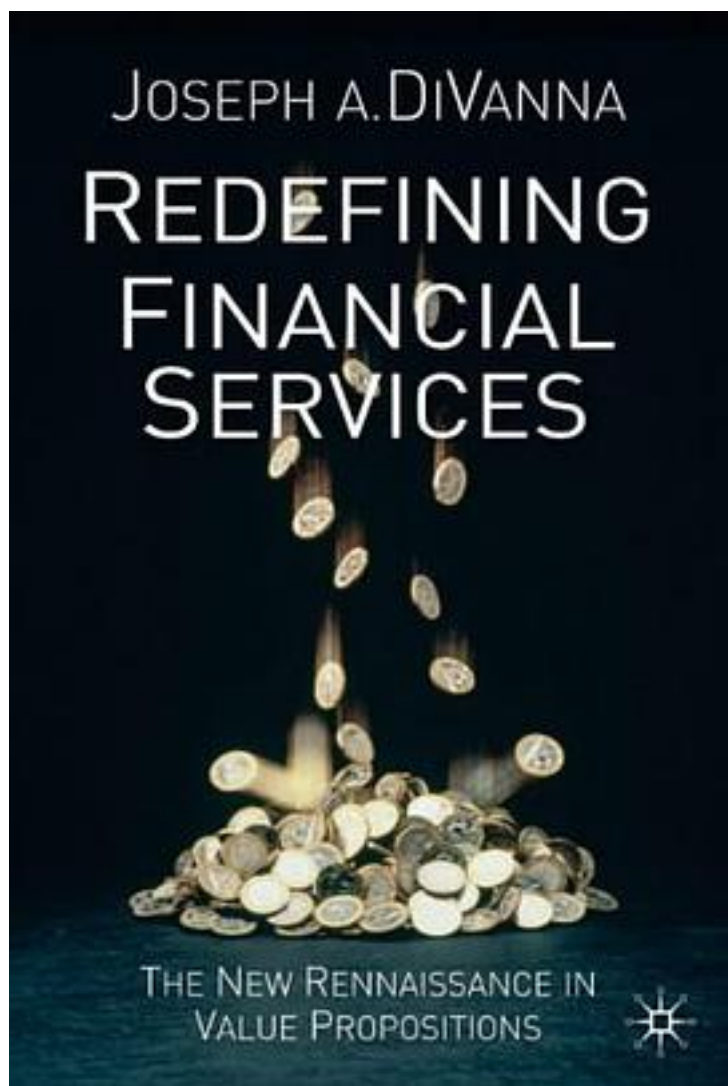


# Redefining Financial Services



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著者:Joseph A. DiVanna

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Redefining Financial Services explores the fundamental redefinition of the role of financial intermediaries in the new century. Combining empirical knowledge with a historical approach, the author reveals that seven centuries of advances in technology have changed the nature of financial services very little. Examining the state of financial services today in the context of the new economy's evolution, Joe DiVanna investigates what changes are happening in the financial industry, where they are occurring, how they are materializing and, more importantly, why.

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