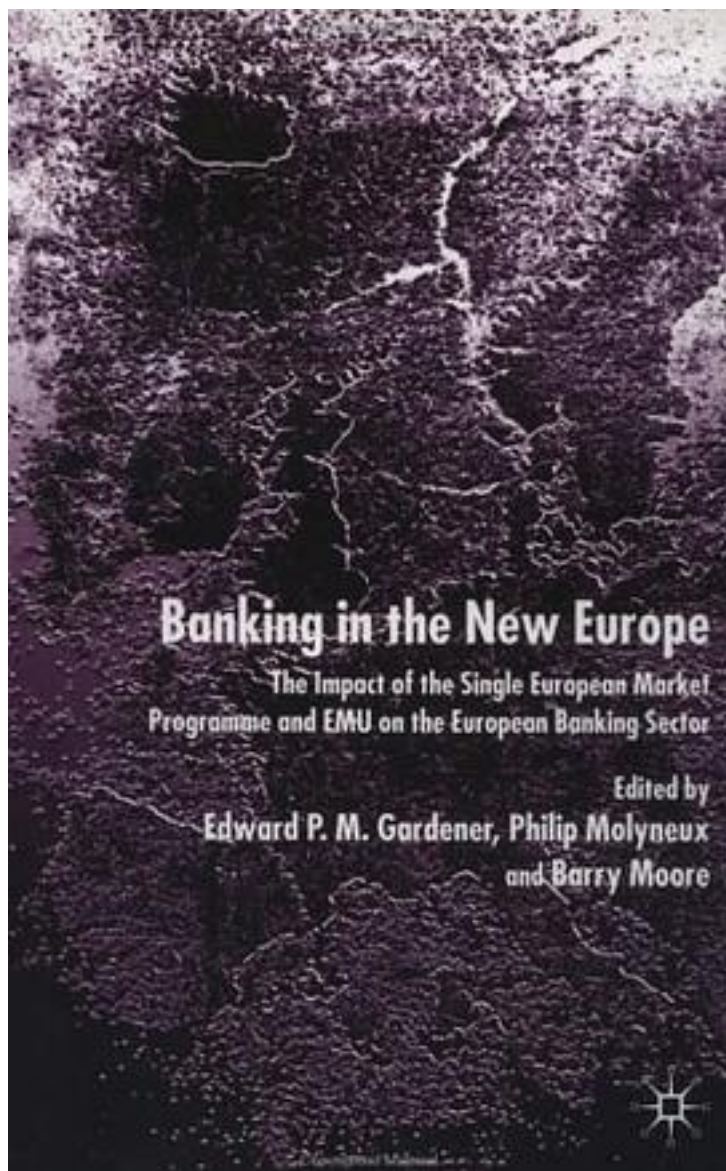


Banking in the New Europe



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The completion of the European Single Market Programme (SMP) and the launch of "Euroland" are bold statements on the European Union and its future. Within this economic process, the particular importance of the banking and financial services sectors is widely emphasized. This collection explores the strategic impact of the Single Market Programme and European Monetary Union on European banks and banking systems. The contributors examine 11 banking systems: Belgium, Denmark, France, Germany, Greece, Ireland, Italy, Netherlands, Portugal, Spain and the United Kingdom. Up to date and with a common thematic overview of major trends in European banking systems, this book covers key strategic developments, structural changes, performance trends and strategies.

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