



e-Finance: The Electronic Revolution

Erik Banks

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Digital finance is the latest hot topic as financial institutions grapple with the impact of e-commerce. Electronic trading, managing e-commerce risk, B2B exchanges, e-brokers, Alternative Trading Systems (ATS) are all bringing opportunities and challenges to the financial sector. eFinance examines all these areas and provides a readable, non-technical overview of this dynamic sector.

The book takes a look at the development of e-commerce business models, as well as the technology and the funding of digital finance. eFinance then moves on to explore the financial services that are available to both institutional and individual customers outlining the advantages and disadvantages of traditional and virtual banking and exploring potential areas of growth and future developments focusing on competition and market structures.

* Contains numerous industry examples that illustrate the expansion, failures, successes and future of digital finance, including Schwab, Fidelity, Citibank, London Stock Exchange/Deutsche Boerse, Egg/Prudential, Reuters, Yahoo Finance, Virgin

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