

Asset Management Industry in US – PEST Framework Analysis

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Abstracts

The asset management industry sector is composed of those companies operating as mutual funds, open-ended investment companies, close ended investment funds, investment trusts, unit trusts and assets managers. The sector is split between institutional and retail investors, with values provided based on total assets under management.

Aruvian's R'search analyzes the Asset Management Industry in US in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

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