

# Danske Bank Group in Financial Cards and Payments (Denmark)

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## Abstracts

Dankse Bank Group will act to strengthen its leading position in the industry and establish a reputation for the being most trusted financial partner among consumers in Denmark. Danske Bank Group's new strategy from 2013 is focused on enhancing its advisory services, on digitalisation and on improving trust and transparency with consumers. The new strategy emphasises the bank being a customer-centric organisation, with strong banking units to better realise and answer customers' needs. The bank...

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