

# Jyske Bank A/S in Financial Cards and Payments (Denmark)

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## Abstracts

Jyske Bank's strategy is to aim to create quality products, services and forms of communication to differentiate the bank from other players in the financial services industry. Furthermore, transparency through openness and honesty are top of the list of core values that guides the bank's operations and conduct. All this supports Jyske Bank in its efforts to provide its shareholders, consumers and employees with better results and conditions. Jyske Bank's strategy will focus on strengthening...

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