

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

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Abstracts

Nykredit Bank has a strategy that is designed to pave the way for constant business development. The strategy's core principles are consumer first, transparency in operations, new and original thinking and a balanced and profitable business. The strategy is aimed to further develop the bank, with banking and mortgage lending as core activities. It supports the Totalkredit (customer service in terms of easy access to personal consultation on matters related to housing and mortgages) concept as a...

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