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Samsung Card Co Ltd in Financial Cards and Payments (South Korea)

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Abstracts

In January 2014, new CEO Won-Gi Chan was elected to replace Chi-Hun Choi. The new CEO is planning to take additional care of security strengthening and consumer satisfaction after a series of personal information leak incidents that happened in the consumer finance market. Moreover, Samsung Card is keeping up its high-end brand image and continues to be one of market players that hold regular TV advertisements.

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