

Sydbank A/S in Financial Cards and Payments (Denmark)

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Abstracts

Sydbank's strategy is to put consumers' needs at the centre of the bank's activities. The bank's main marketing slogan is "Hvad kan vi gøre for dig", in English this is "what can we do for you", and its presentation as a title on the bank's website stresses the importance of this. Another part of the bank's strategy is to put an emphasis on the following values among its employees: leadership, motivation, team spirit, job satisfaction and loyalty. Such values are expected to develop the working...

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Contents

Strategic Direction

Key Facts

Summary 1 Sydbank A/S: Operational Indicators

Company Background

Competitive Positioning

Summary 2 Sydbank A/S: Competitive Position 2013

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