

Wells Fargo & Co in Consumer Finance (USA)

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Abstracts

In the US, Wells Fargo has over 70 million customers and 9,000 retail branches, and is the leading lender to small businesses, the largest mortgage originator, and has the third largest debit card portfolio by payment value. It is also the leader in terms of debit cards in circulation. The bank is orientated towards providing comprehensive financial packages to customers that address all their financial needs. The 2008 merger with Wachovia was the largest banking merger in the US to date, and...

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