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2006 Planning Guide

Getting creative

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Abstract: Our eleventh annual Planning Guide is packed with more than 1000 brainstorm-inducing ideas, tactics, and tips you can use to improve the effectiveness and profitability of your online initiatives. The information is organized by product within the two major retail banking segments: consumers and small/microbusinesses.

With fee revenue, or lack thereof, one of the most important online banking issues, the 2006 Planning Guide also includes a handy 12-page section on pricing online services and transactions. Suggested fees for both consumers and businesses are presented for every online financial function imaginable.

Companies Mentioned: Compete, Google, Provident Bank and numerous other references

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