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2010 Guide to Online & Mobile Banking Products, Pricing & Strategy

Your roadmap for business planning

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Abstract:

Our fifteenth 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.

To help navigate the difficult years ahead, the report includes a summary of the 20 best "bang for your buck" projects for next year and beyond.

Finally, with fee revenue, or lack thereof, one of the most important online banking issues, the 2010 Planning Guide includes a 12-page section on pricing online services and transactions. Suggested fees for both consumers and businesses are presented for every online financial function imaginable.

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