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# Investing In Banks: Strategies And Statistics For Bankers, Directors, And Investors



## INVESTING IN BANKS

*Strategies and Statistics for Bankers,  
Directors, and Investors*

RICHARD J. PARSONS



## Synopsis

The author who brought you *Broke: America's Banking System* returns with a new book that explores the strategies and tactics used by high-performing banks to build shareholder wealth over the long haul. The book consists of four sections: Section 1: On Bank Capital Section 2: America's Best Banks Section 3: Bank Strategy and Profitability Section 4: Biggest Risks Facing Bank Investors Parsons examines long-term bank stock performance and identifies specific factors that create and destroy shareholder value. He also identifies big picture risks that threaten bank profitability and shareholder returns. Readers are introduced to banks of all sizes that have overcome industry commoditization pressures by developing competitive advantages that reward shareholders with superior long-term risk-adjusted returns.

## Book Information

File Size: 32355 KB

Print Length: 243 pages

Publisher: The Risk Management Association ("RMA") (June 14, 2016)

Publication Date: June 14, 2016

Sold by:Â Digital Services LLC

Language: English

ASIN: B01H42QAZA

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #367,502 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #55

inÂ Books > Business & Money > Finance > Financial Risk Management #209 inÂ Kindle Store >

Kindle eBooks > Business & Money > Industries > Banks & Banking #565 inÂ Books > Business & Money > Economics > Banks & Banking

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