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Transformation Of Banco Santander
By Mauro F. Guillén;Adrian Tschoegl**



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Building a global bank : the transformation of Banco Santander. Mauro F. Guillen, Adrian Tschoegl. Princeton University Press, c2008:hbk

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In Part 1, we outlined key considerations for protecting the core franchise, before investing in an integrated international presence. Here, we continue to explore

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