

Fine-tuned BNP Paribas excels at the business of banking (Euromoney)

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World's best bank: BNP Paribas is that rarity ? a large bank actually delivering on its promises to stakeholders. It is producing better returns even than many of the US banks, despite being anchored in a low-growth home region, building capital and winning customers ? all while proving the benefits of a diversified business model. Its cadre of loyal, long-serving senior executives look to have got the strategy right: staying the course in Asia and the US and running global customer franchises, but only in the select services it excels at.

Full article: <http://www.euromoney.com/Article/3567429/Awards-for-Excellence-2016-Fine-tuned-BNP-Paribas-excels-at-the-business-of-banking.html>

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