

la révolution FinTech



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LA RÉVOLUTION FINTECH



REVUE BANQUE, 2016. Paperback. Condition: NEUF. La FinTech, coqueluche ou révolution ? Cet avatar dans le domaine financier de la disruption digitale va-t-il vraiment bouleverser le monde feutré des services bancaires, de la tenue de compte à l'épargne, en passant par les moyens de paiement et le financement ? La FinTech séduit par sa capacité à innover au profit des clients autant qu'elle inquiète les acteurs installés par son potentiel de désintermédiation. Largement initiée par le monde anglo-saxon, la révolution FinTech gagne l'Europe continentale à grande vitesse. Les start-ups françaises ne sont d'ailleurs pas les dernières à en profiter, comme en témoignent les levées de fonds record réalisées en 2015 par des acteurs tels que Prêt d'Union, SlimPay ou le Compte Nickel. Cet ouvrage a pour ambition de saisir l'essence de ce phénomène, en combinant approche analytique - grâce à un panorama des entreprises de la FinTech et de leurs facteurs de compétitivité - et mise en perspective stratégique, notamment par l'évaluation de leur impact sur l'écosystème de la banque et de la finance à court et moyen terme. - Nombre de page(s) : 124 - Poids : 147g - Genre : Essais d'Economie générale.



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