

June 2006

Current Accounts - UK

A mainstay of British personal finances, the standard current account has spawned a variety of appealing personal bank accounts which offer holders added features. There are now specific accounts for students and children, and premium products for more affluent individuals. Current account products have been segmented in this way in ...

April 2006

Student and Graduate Finance - UK

In the past, designing & marketing student and graduate financial products was relatively straightforward. Marketing to the modern Higher Education student is now much more complex. The consumer base is less socially homogenous, the type of qualifications studied for are more varied, and the way in which students finance their ...