

January 2007

Promoting Education and Understanding in Financial Services - UK

Financial capability is becoming increasingly important with ever more complex product options available to consumers, and given the potential negative consequences of a wrong decision. Successive mis-selling scandals have underlined the need for individuals to have at least some understanding of the financial products that they buy and of the ...

October 2006

Workplace Marketing - UK

Worksite or workplace marketing (the terms are interchangeable) is probably the most heralded, longest anticipated and potentially most exciting distribution revolution in the financial services market in the last fifty years. Yet its potential has so far remained relatively unfulfilled.