

June 2011

Canadian Banking and Credit Unions - US

This study is a comprehensive look at Canadian retail banks and credit unions, with a particular focus on the competitive landscape, regulatory environment, profitability, marketing strategies and consumer attitudes.

May 2011

Health Insurance and Medicare - US

As 2011 unfolds, health insurance companies are making the required changes to their ways of doing business, as prompted by the Patient Protection and Affordable Care Act (PPACA), also known as Health Care Reform. Some requirements started in 2010, others for 2011, others up and coming and some involve Medicare ...

Credit Unions - US

Total deposits in credit unions are dwarfed in size by those in commercial banks, but credit union market share has grown significantly over the past two years. In 2010, credit unions' share of combined bank and credit union assets rose to 6.4%, up nearly a full percentage point from ...

April 2011

Canadian Credit Cards - US

Although there are many unique characteristics to the Canadian market, Canadian credit card issuers are experiencing many of the same challenges as their counterparts in the U.S. It is caught in a "perfect storm" between elevated loss rates, increased government regulation and a certain amount of hostility from both ...

Green Marketing in Finance - US

While green marketing has been around at least since the advent of Earth Day in 1970, it has picked up steam in recent years. Spearheading the movement in recent years was the impact of the release of Al Gore's 2006 Oscar-winning documentary, *An Inconvenient Truth*. While much attention has been ...