

# J.P. Morgan Private Bank Market 2017 - Current and Future Plans

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## SUMMARY

WiseGuyReports published new report, titled "Super League In-Depth Analysis: J.P. Morgan Private Bank"

"Super League In-Depth Analysis: J.P. Morgan Private Bank 2017", is a comprehensive analysis of J.P. Morgan Private Bank's wealth management operations. It offers insight into the company's strategy, financial results, and marketing activities. It also covers recent merger and acquisition (M&A) activity, customer targeting, and product innovation.

JPMorgan Chase & Co. is a US-based financial services company and the parent holding company of both J.P. Morgan and Chase. J.P. Morgan Private Bank is a brand used by its Asset & Wealth Management (AWM) business segment to cater to individuals and institutions with more than \$10m in investible assets.

Specifically the report –

- Insight into J.P. Morgan Private Bank's growth strategy.
- Overview of the firm's organizational structure.
- Clear presentation of its geographical coverage and expansion strategy, including M&A activity.
- Analysis of the firm's financial performance, including comparison with other J.P. Morgan Private Bank managers.
- Examination of key target client groups.
- Analysis of J.P. Morgan Private Bank's product and service proposition and how it is unique compared to those of its competitors.
- Review of J.P. Morgan Private Bank's marketing and social media activities.

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## Scope

- In 2016 the company shifted the focus of its private banking unit towards HNW individuals with more than \$10m in liquid assets, up from the previous cutoff of \$5m.
- J.P. Morgan continues to expand both in the US and abroad. In Q1 2017 it announced it would be launching asset management operations in Mexico and Colombia.



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AKASH ANAND  
ASST.MANAGER - BUSINESS DEVELOPMENT

✉ sales@wiseguyreports.com  
☎ Ph: +1-646-843-9312 (US) Ph: +44 208 133 9349 (UK)

🌐 <https://www.linkedin.com/company/4828928>  
🐦 <http://twitter.com/WiseGuyReports>  
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Super League In-Depth Analysis: J.P. Morgan Private Bank

- J.P. Morgan's focus on technological developments enables its AWM division to improve efficiencies and better serve clients.

#### Key points to buy

- Examine the financial performance and key ratios for J.P. Morgan Private Bank and benchmark this competitor against other J.P. Morgan Private Bank managers.
- Explore J.P. Morgan Private Bank's recent M&A and growth strategies and their impacts on its AUM growth and financial performance.
- Understand J.P. Morgan Private Bank's client targeting strategies and examine whether these have been successful.
- Learn more about J.P. Morgan Private Bank's marketing strategy, social media presence, and digital innovations.

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#### About Us

Wise Guy Reports is part of the Wise Guy Research Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe.

Norah Trent  
WiseGuy Research Consultants Pvt. Ltd.  
+1 646 845 9349 / +44 208 133 9349  
email us here

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