



## Banking for Family Business

*Stefano Caselli, Stefano Gatti*

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## **Banking for Family Business** Stefano Caselli, Stefano Gatti

What is Banking for Family Business? What's special about it? How does the Family Banker contribute to the creation of value for entrepreneur families? The book covers a wide spectrum of topics: it investigates the ways family bankers really work, the relations between private banking and corporate banking, the trends of the market in Europe and USA, the characteristics of family offices coming both from family and from banks and finally the best practices driven by private banking international houses. The book is based on a strong link between a rigorous methodological approach and the real world best practices of wealth management, thanks to a team of contributors formed by both academics and professionals coming from the areas of corporate banking and private banking.

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