



# **Marketplace Lending, Financial Analysis, and the Future of Credit: Integration, Profitability, and Risk Management (The Wiley Finance Series)**

*Ioannis Akkizidis, Manuel Stagars*

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**Marketplace Lending, Financial Analysis, and the Future of Credit: Integration, Profitability, and Risk Management (The Wiley Finance Series)** Ioannis Akkizidis, Manuel Stagars  
**The time for financial technology innovation is now**

*Marketplace Lending, Financial Analysis, and the Future of Credit* clearly explains why financial credit institutions need to further innovate within the financial technology arena. Through this text, you access a framework for applying innovative strategies in credit services. Provided and supported by financial institutions and entrepreneurs, the information in this engaging book encompasses printed guidance and digital ancillaries. Furthermore, the comprehensive text offers interviews with leaders in the field of fintech and financial technology innovation.

Peer-to-peer lenders are steadily growing within the financial market. Integrating peer-to-peer lending into established credit institutions could strengthen the financial sector as a whole, and could lead to the incorporation of stronger risk and profitability management strategies.

- Explain (or Explore) approaches and challenges in financial analysis applied to credit risk and profitability
- Explore additional information provided via digital ancillaries, which will further support your understanding and application of key concepts
- Navigate the information organised into three subject areas: describing a new business model, knowledge integration, and proposing a new model for the Hybrid Financial Sector
- Understand how the rise of fintech fits into context within the current financial system
- Follow discussion of the current status quo and role of innovation in the financial industry, and consider the financial technology innovation landscape from the perspective of an entrepreneur

*Marketplace Lending, Financial Analysis, and the Future of Credit* is a critical text that bridges the gap in understanding between financial technology entrepreneurs and credit institutions.

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