U.S. Institutional Investors Weigh in on Sell-Side Service

November 12, 2018

Executive Summary:



As part of a recent Greenwich Associates U.S.-based research study we asked a simple question: How would you rank the quality of your sell-side sales trader coverage over the past few years?

Methodology:

Between August and September 2018, Greenwich Associates interviewed 44 U.S.-based institutional investment professionals. Respondents were asked a series of questions related to their trading process.

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