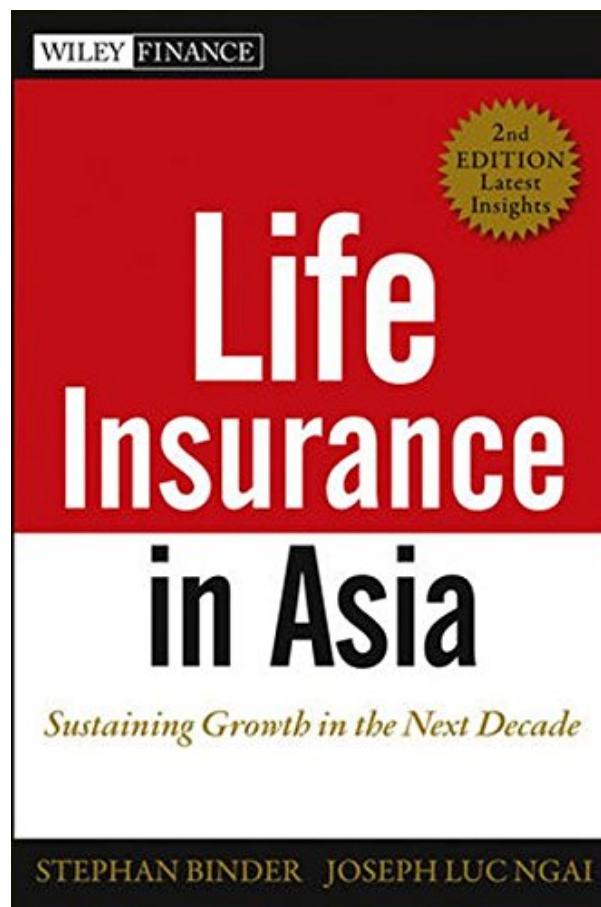


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GROWTH IN THE NEXT DECADE BY
STEPHAN BINDER, JOSEPH LUC NGAI**



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Sustaining Growth in the Next Decade

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Review

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PDF

An incisive look at the war for market share in the Asian life insurance market

Although the life insurance industry in Asia has emerged from the financial crisis stronger than ever, it has not escaped unchanged. As the general focus of insurance companies across the continent moves towards profitability beyond growth, tightening regulatory measures, shifts in consumer preferences, and risk tolerance, battle lines have been drawn between local incumbents, attackers, and foreign players. *Life Insurance in Asia: Winning in the Next Decade, Second Edition* looks at the ways in which small local agencies and multinational companies alike are seizing control of as much of the market as they can by aggressively recruiting new agents, leveraging new channels, and selling new products to cash in on the explosive Asian markets.

Thoroughly revised and updated, this new edition offers a comprehensive introduction to the booming Asian life insurance markets and outlines exactly what it takes to capture the opportunities that are emerging. Drawing on the research and experience of the McKinsey Asia financial services team, it includes everything you need to know about the battle for the life insurance market in Asia.

- Looks at how China and India are becoming increasingly important players on the international life insurance scene
- Goes behind the scenes of the Asian life insurance industry and the contentious battle for market share
- Outlines the steps to successfully entering, and prospering, in the Asian market

The life insurance industry in Asia is changing like never before. What the future holds, no one knows, but with *Life Insurance in Asia* in hand, you'll have a clear idea of the factions in play and the rules of the game.

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- 250 pages

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0 of 0 people found the following review helpful.

Readable and compelling on a relatively dry subject

By James M. Bogin

I don't suppose most people would just want to sit down and curl up with this book on a rainy afternoon, but it is well written and compelling. And useful. If you invest in Asian stock markets, there are a number of insurance companies listed in various countries which you might want to consider. And this book gives you a history of each insurance market in each country in Asia. This is important, because in the West, insurance is a mature industry and grows slowly today. Outside of Japan and a couple of the other more advanced nations, insurance is a high growth industry, growing faster than the already high GDP growth rates. In effect, insurance investment can be considered a leveraged growth play in several Asian countries. This book provides the background on countries and some companies, aiding stock market investment decisions. Of course it is a good book for insurance scholars or people working in the Asian insurance industry as well.

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An essential roadmap for life insurance in Asia

By Michael Goodall

With over 25 years industry experience in Australia but a new executive to the Life Insurance game in Asia I found this book the answer to all my questions. You would expect a book authored by two McKinsey consultants to be well researched and this book does not disappoint. Using facts and data gathered from across the region, the authors have constructed a compelling argument for the future direction of Life Insurance in this part of the world. An indispensable guide to the future that should not be ignored.

0 of 0 people found the following review helpful.

Deeper insight missing

By M. Schneider

The book gives a good overview of the different markets, but a deeper insight into markets is missing. Here less countries to cover would be more. Also a kind of conceptual approach showing the common issues/frameworks in markets would be a good additional value. Nevertheless worth to read the book to have a base knowledge or overview and some starting point where to dig deeper.

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