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Barclays repositions to 'break its brand out of the pack' Barclays is on the hunt for a new CEO after firing Anthony Jenkins in a surprise move. While the bank believes it has a "standout brand" and will now look to prioritise "shareholder returns", industry metrics suggest there is still work to do to elevate perceptions among consumers. 8 Jul 201511:11 am

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Barclays | BrandStruck: Brand Strategy / Positioning Case ... Predominantly known as the sponsor of English premier league, the Marketing mix of Barclays highlights the strength of the Barclays brand. It was founded in year 1690 and has its current headquarters in London. Barclays is a universal bank and has undertaken operations in wholesale, retail, investment and management.

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