

# 2014 Most Helpful Sell-Side Equity Traders and Research Sales Professionals - European Equity Professionals - Rankings

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Executive Summary:

This report provides detailed information on the top performing Equity traders and analysts in the Europe.

Methodology:

From March 2014 through May 2014, Greenwich Associates interviewed 197 Traders and 202 Portfolio Managers active in European Equities. Interview topics included trading and research activities and preferences, product and dealer use, service provider evaluations, market trend analysis, and investor compensation. The data in this report is based upon aggregated results from individuals participating in the study.

performance, client relationship share and quality, operational excellence, return on equity, behavioral drivers, and industry evolution.

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