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Finanční služby v prostředí nových médií  
Financial services in the new media environment

Abstrakt v anglickém jazyku  
Abstract in English

This final thesis deals with the transition of financial services from traditional financial industry in to the new media environment which is mainly created by Internet and its social aspect, social networks and social communities from real and virtual world. At the end of my paper I outline a possible appearance of financial services in the year 2020 with regard to the evolution of new media.