NOLA.com: Bank of America looking at expanding into New Orleans

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Maura Baumgarten Force, professor of practice in finance, was interviewed for a NOLA.com story about a report that Bank of America is planning an expansion into the New Orleans market.

> Because customers do so much banking online, it's now easier to move into a new market, said Mara Baumgarten Force, a professor of practice in finance at Tulane University's Freeman School of Business. "You don't have to make so much of a physical commitment in terms of opening branches on the ground," she said.

To read the story in its entirety, visit nola.com:

https://www.nola.com/news/business/report-bank-of-america-looking-at-expanding-to-new-orleans/article_ec0774ec-0ae2-11ee-b1a3-231efdaa4c78.html