



# 2017 New Business Development in Institutional Asset Management – United States

2017 U.S. Institutional Investors

February 1, 2018

Executive Summary:

This report provides detailed information from institutional investors in the U.S. on new business activity, number of managers soliciting, influences on external manager selection decisions, and approach to investing.

Methodology:

Greenwich Associates' 46th annual research with U.S. Institutional Investors is based on in-depth interviews conducted primarily through in-person interviews, and supplemented by telephone interviews and online surveys, between July and October of 2017.



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