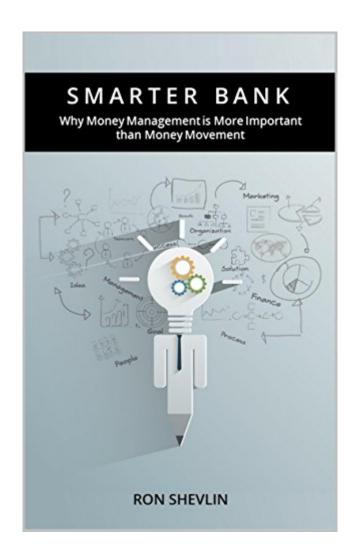
### The book was found

# Smarter Bank: Why Money Management Is More Important Than Money Movement





## **Synopsis**

With technological developments and upstarts threatening to disrupt and displace established financial institutions, what should banks and credit unions do to defend their positions, and to grow and thrive in the new world of banking? Smarter Bank helps banks and credit unions: 1) Understand and react to emerging technological disruptions; 2) Regain consumer trust; and 3) Be more profitable. In short, it's about how to become a "smarter" bank. Smarter about developing customer trust and relationships, smarter about understanding consumers' needs and wants, smarter about using technology, smarter about marketing products and services--and smarter about making money. Smarter Bank provides a no-nonsense framework to address broad issues impacting banking's rapidly changing business model. The book addresses topics like innovation, big data, customer engagement, mobile payments, personal financial management, and the changing financial behaviors of consumers, in particular, the Gen Yers. "Ron Shevlin is famous for his snarky sense of humor, as well as his well-researched, well-considered takes on banking and customer behavior. Smarter Bank is a smart book. If you are in banking, you should read it, and you will definitely come away smarter and better informed."-Brett King, Best-selling author of Breaking Banks and Founder of Moven

#### **Book Information**

File Size: 6820 KB

Print Length: 258 pages

Simultaneous Device Usage: Unlimited

Publisher: Searching Finance (June 3, 2015)

Publication Date: June 3, 2015

Sold by: A Digital Services LLC

Language: English

ASIN: B00YW14F2C

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #929,059 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #167

in Books > Business & Money > Industries > Financial Services #543 in Kindle Store > Kindle

eBooks > Business & Money > Industries > Banks & Banking #1538 in Books > Business & Money > Economics > Banks & Banking

#### Download to continue reading...

Smarter Bank: Why Money Management is More Important than Money Movement Money: Saving Money: The Top 100 Best Ways To Make Money & Save Money: 2 books in 1: Making Money & Saving Money (Personal Finance, Making Money, Save Money, Wealth Building, Money) The Wisdom of Crowds: Why the Many Are Smarter than the Few Conoce a Pablo Neruda / Get to Know Pablo Neruda (Personajes Del Mundo Hispanico / Important Figures of the Hispanic World) (Spanish Edition) ... / Important Figures of the Hispanic World) First Things First Every Day: Because Where You're Headed Is More Important Than How Fast You're Going Money: Saving Money: Success: Get More Money & Success In Your Life Now!: 3 in 1 Box Set: Money Making Strategies, Saving Money Strategies & World's Best ... Tips for Personal Finance & Life Success) Making Money at Home: Methods to Make Money with Drawing Portraits: How I Made More than \$50,000 Selling Art Online and Offline (Ways to Make Money with Art, Selling Drawings) Who Needs the Fed?: What Taylor Swift, Uber, and Robots Tell Us About Money, Credit, and Why We Should Abolish America's Central Bank More Than Friends (More Than... Book 1) The Genius of Dogs: How Dogs Are Smarter Than You Think Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist Frugal Business Owner's Guide to DIY Local SEO: How You Can Generate More Leads and Get More Customers without Breaking the Bank 101 Movement Games for Children: Fun and Learning with Playful Movement (SmartFun Books) Teaching Movement & Dance: A Sequential Approach to Rhythmic Movement Bank Valuation and Value-Based Management: Deposit and Loan Pricing, Performance Evaluation, and Risk Management (McGraw-Hill Finance & Investing) Red Sox Fans Are from Mars, Yankees Fans Are from Uranus: Why Red Sox Fans Are Smarter, Funnier, and Better Looking (In Language Even Yankee Fans Can Understand) Money Management Tips: Control Money Don't Let It Control You (Budgeting your money, How to save money tips, Get out of debt fast, Live cheap, Debt free, Spend less) Personal Finance: Budgeting and Saving Money (FREE Bonuses Included) (Finance, Personal Finance, Budget, Budgeting, Budgeting Money, Save Money, Saving Money, Money) The Book on Tax Strategies for the Savvy Real Estate Investor: Powerful techniques anyone can use to deduct more, invest smarter, and pay far less to the IRS! Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations

**Dmca**