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To survive and thrive when their competition is catching up, banks must understand the principles behind Emotional Banking a cultural change concept that brings the consumer to the center of rethinking banking products and delivery. This book starts with a history of the space then moves into an overview of what FinTech is.

Emotional Banking: Fixing Culture, Leveraging FinTech, and

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Fixing Culture, Leveraging FinTech, and Transforming Retail Banks into Brands. Authors: Blomstrom, Duena. Free Preview. Develops a unique concept ( “ Emotional Banking ” ) that speaks to the core of what is broken in banking today. Showcases a series of real-life examples of brands that have achieved success as case studies.

Emotional Banking - Fixing Culture, Leveraging FinTech ...  
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In her book “ Emotional Banking™ Fixing Culture, Leveraging FinTech and Transforming Retail Banks into Brands ” , Blomstrom tells the story of having arrived at the realization that people ’ s feelings about their money were not investigated and her quest to explore why banks haven ’ t done so. Also in the book, some of the methods of cultural change that Duena has developed after working with 100+ of incumbent banks, FinTech start-ups, Technology providers and Challengers are being ...

Emotional Banking™ – We must investigate customers ...  
To survive and thrive when their competition is catching up,  
banks must understand the principles behind Emotional

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Emotional Banking: Fixing Culture, Leveraging FinTech, and

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technology so that no-longer-fit-for-purpose-banking-products can turn into intensely relevant and emotionally laden Money Moments built on data and empathy can ' t wait any longer, it ' s now or never for incumbent banks with GAFA and challenger banks breathing down their neck so it ' s time every retail bank sits their customer down, looks them in the eye and says “ Right, now it ' s time for me to care about how you feel about your ...

## Why Banks Need To Care About Emotional Banking Before It's ...

Banking is under threat. Despite access to fast-paced technology known as FinTech, an antiquated business model and internal organizational paralysis do not allow for

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the creation of a truly beloved brand and are stifling change. To survive and thrive when their competition is catching up, banks must understand the principles behind Emotional Banking—a cultural change concept that brings the consumer to the center of rethinking banking products and delivery.

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INTERNATIONAL KEYNOTE SPEAKER, AUTHOR, INFLUENCER, CREATOR OF EMOTIONAL BANKING™, FOUNDER and CEO of PeopleNotTech. Duena is the author of the book

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“Emotional Banking: Fixing Culture, Leveraging FinTech and Transforming Retail Banks into Brands ” . She is a serial entrepreneur and intrapreneur, a mentor for start-ups, a LinkedIn Top Voice, named an industry influencer in most lists, a Forbes contributor, a blogger with cutting-edge, unconventional and unapologetic opinion style, an ...

Duena Blomstrom | Keynote Speaker and Author

Several influencers have covered this topic – Chris Skinner, Brett King, Ron Shevlin – and Duena Blomstrom has been focused 100% on Emotional banking in her work and with her book ` Emotional Banking : Fixing Culture, Leveraging FinTech, and Transforming Retail Banks into Brands ` . The core issue underpinning Emotional banking is the

# Download Ebook Emotional Banking Fixing Culture Leveraging Fintech And Transforming Retail Banks Into Brands relationship we humans have with money.

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