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To survive and thrive when their
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cultural change concept that brings

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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,
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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
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Leveraging FinTech, and Transforming Retail Banks into Brands eBook: Blomstrom, Duena: Amazon.co.uk: Kindle Store

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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

...

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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. “ Emotional Banking: Fixing Culture, Leveraging FinTech, and Transforming Retail Banks into Brands ” starts with a history of the space then moves into an overview of what fintech is. After discussing the state of banking today including stories from the ...

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Today 1 The Relationship Between
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It ' s 2019. Transforming the organisation and using 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

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business model and internal organizational paralysis do not allow for 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.

Emotional Banking | SpringerLink
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Emotional banking : fixing culture, leveraging FinTech, and transforming retail banks into brands. [Duena Blomstrom] -- "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 the creation of a truly beloved ...

Emotional banking : fixing culture, leveraging FinTech ...

Emotional Banking: Fixing Culture, Leveraging FinTech, and Transforming Retail Banks into Brands. 1st ed. 2018 Edition, Kindle Edition. by Duena Blomstrom (Author) Format: Kindle Edition. 2.4 out of 5 stars 2 ratings. Flip to back Flip to front.

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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 “ Emotional
Banking: Fixing Culture, Leveraging
FinTech and Transforming Retail

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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 relationship we humans have with money.

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