



Smarter Bank: Why Money Management is More Important Than Money Movement to Banks and Credit Unions

By Ron Shevlin

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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

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Editorial Review

About the Author

Ron Shevlin has been a management consultant and industry analyst for more than 25 years. Since other bloggers, gurus, and authors feel compelled to mention it, it goes without saying that he has consulted to the leading financial services, consumer product goods, retail, and manufacturing firms in the world.

Ron was ranked among the top 5 most influential voices in banking by The Financial Brand in 2015, and was #2 on Bank Innovation's list of 30 Innovators to Watch: Key Executives Shaping the Industry in 2014. His blog, Snarketing 2.0, was the #1 blog for financial services marketers by The Financial Brand in 2013, and was named to Radius' 25 Best Marketing Blogs of 2014.

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