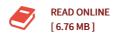




## Smarter Bank: Why Money Management Is More Important Than Money Movement to Banks and Credit Unions (Paperback)

By Ron Shevlin

Searching Finance Ltd, 2015. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\*\* Print on Demand \*\*\*\*\*\*. With Smarter Bank, Ron Shevlin provides a no-nonsense framework to address broad issues impacting banking s rapidly changing business model. Ron approaches important topics like innovation, big data, engagement, and the migration to money management very directly and with a critical eye for the data behind his statements. He then rewards the reader with deeper context, humor and his iconic snarky point of view. This is a book that you ll refer to time and time again and it s one that will ultimately have impact on your bank s strategy and bottom line. Bradley Leimer, Head of Innovation, Santander, N.A. 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. Banks that don't follow his advice are dinosaurs and will definitely be left behind, and will most probably go out of business. Brett King, Author of Breaking Banks and Founder of Moven Searching Finance...



## Reviews

This publication can be really worth a go through, and superior to other. It is amongst the most amazing publication we have go through. You wont feel monotony at anytime of your own time (that's what catalogues are for about when you request me).

-- Ms. Elda Schaden MD

A must buy book if you need to adding benefit. I have go through and that i am sure that i will gonna go through once more yet again down the road. I am just very happy to let you know that this is basically the best book i have got go through inside my own life and can be he very best book for at any time.

-- Eldridge Reilly