



## Breaking Banks: The Innovators, Rogues, and Strategists Rebooting Banking (Hardback)

By Brett King

John Wiley Sons Inc, United States, 2014. Hardback. Book Condition: New. 1. Auflage. 230 x 150 mm. Language: English . Brand New Book. In the next 10 years, we ll see more disruption and changes to the banking and financial industry than we ve seen in the preceding 100 years Brett King Breaking Banks: The Innovators, Rogues, and Strategists Rebooting Banking is a unique collection of interviews take from across the global Financial Services Technology (or FinTech) domain detailing the stories, case studies, start-ups, and emerging trends that will define this disruption. \* Features the author s catalogued interviews with experts across the globe, focusing on the disruptive technologies, platforms and behaviors that are threatening the traditional industry approach to banking and financial services \* Topics of interest covered include Bitcoin s disruptive attack on currencies, P2P Lending, Social Media, the Neo-Banks reinventing the basic day-to-day checking account, global solutions for the unbanked and underbanked, through to changing consumer behavior Breaking Banks is the only record of its kind detailing the massive and dramatic shift occurring in the financial services space today.



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