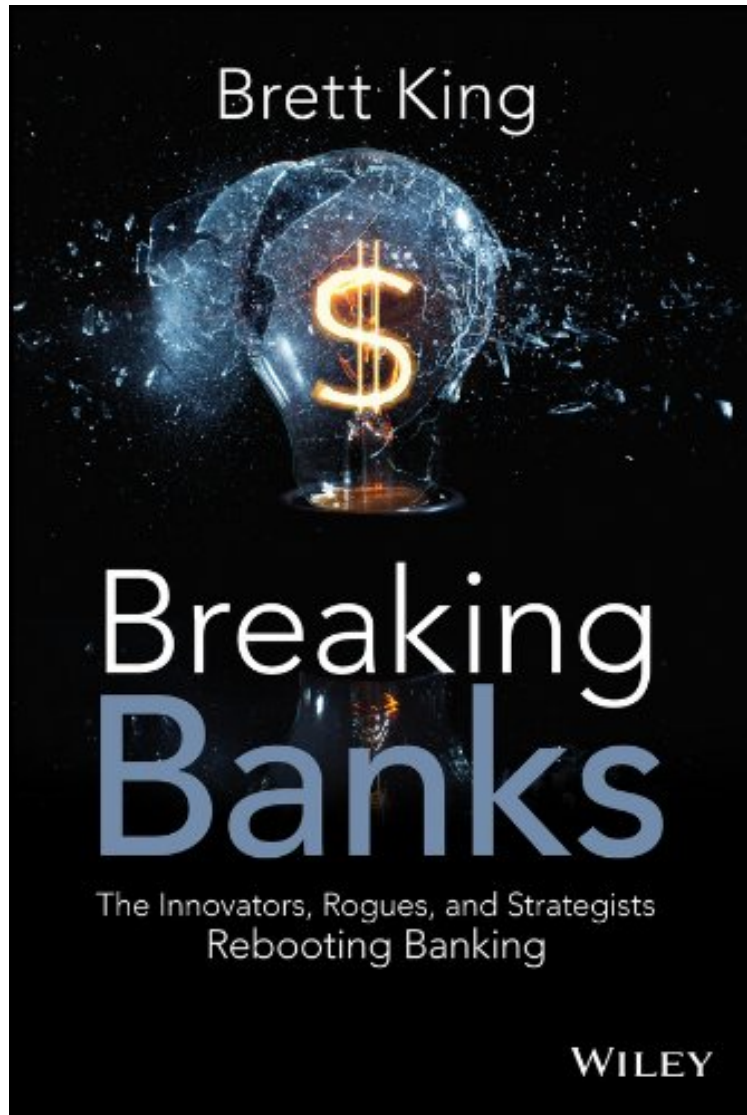


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Breaking Banks: The Innovators, Rogues, and Strategists Rebooting Banking

Brett King

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Brett King : Breaking Banks: The Innovators, Rogues, and Strategists Rebooting Banking before purchasing it in order to gage whether or not it would be worth my time, and all praised Breaking Banks: The Innovators, Rogues, and Strategists Rebooting Banking:

2 of 2 people found the following review helpful. Great Insights - Another masterpiece from Brett!By Thomas MathewOur times are very unique indeed and especially in the context of today's dynamic environment, where frequent technology led innovations are disrupting the retail banking payment industry like never before. In this

background, many of our assumptions, predictions and analysis of this industry can quickly become outdated and is therefore necessary to constantly revisit them more often out of sheer necessity, so as to be on top of things quickly and steer one's organisation successfully. Brett's book therefore is very timely and can be used to vet one's strategy and fine tune as required based on the fresh data that he is presenting. I especially liked his approach of seeking inputs / data from the key players directly presenting them in an interview format, thereby helping the readers to do their own assessment as well and in turn agree/disagree with Brett's interpretation and his views. Thomas Mathew 1 of 1 people found the following review helpful. A good sequel to Bank 2.0 and Bank 3.0 By Stephanie Lester-Lee Interesting read on the changes in banking due to the disruption caused by Fintech. If you work with banks and/ or credit unions, this is a must read. The book provides plenty of insight on the current climate and future change due to the Fintech disruption. A good sequel to Bank 2.0 and Bank 3.0. I bought this for my sales teams so that they could be better prepared for conversations with the C-Suites at our credit union partners. 2 of 2 people found the following review helpful. Interesting but a form of interviews does not make it too concise By Mariusz Zabrocki Book for people interested in fintech. Some interesting case studies, but overall could be half the size if it was a typical book not collections of interviews with introductions and summaries. I would expect more for this price of a book. Case studies like mBank were missing. Mentioned American banks are really not that innovative in comparison to what you can see e.g. In Poland

"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 taken 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.

From the Inside Flap The banking industry is not known for radical innovation, but in an age when radical innovation is the new normal, banks will have to learn to keep up. In *Breaking Banks: The Innovators, Rogues, and Strategists Rebooting Banking*, Brett King reveals that new ideas are here to stay, and innovators are determined to change the way money moves. Through interviews with leading industry disruptors at Google, PayPal, UBank, and beyond, King has discovered the depths of new banking. Organized by topic, *Breaking Banks* delves into the who, what, when, where, and why of the latest concepts, tools, and approaches in banking. You'll read what the brightest minds in financial technology have to say about topics like BitCoin, P2P lending, social media, automated banking, and neo-banks. Banking is changing, and a few innovators are spearheading these changes. Brett King, author of the internationally renowned book *BANK 2.0*, has an uncanny talent for getting industry leaders to open up about their long-term goals and predictions, and an even more impressive knack for analyzing case studies and revealing profound implications. Banking executives, financial investors, and entrepreneurs have noticed the rapid pace of change in banking, especially in the wake of the recent global financial crisis. Where are these changes coming from, who is driving them, and where is the industry headed in the next 5, 10, 20 years? Understanding the answers to these questions is an absolute must for anyone involved in the financial sector. The rest of the global economy has undergone massive shifts thanks to new technologies and shifts in consumer mindsets. In the near future, banking will be no exception. *Breaking Banks* is an inside look at the people and ideas that are leading the industry into a new era. From the Back Cover Praises for *Breaking Banks* "Only Brett King could bring together the most formidable disruptors, innovators and thought leaders in the financial services industry to provide their perspectives on emerging trends and strategies impacting banking today. More than just interviews, Brett digs deeper into these trends and provides his perspective on ways banks can use these insights to their advantage. This book is a must read for any banker or industry follower wanting to be prepared for the disruptive road ahead." — Jim Marious, Bank Marketing Strategy "I found this book highly insightful; it clarifies the different perspectives of a broad variety of players who already are and who will be in the future banking ecosystem. It is useful reading for any bank devising its future strategy to become a value-creating leader." — Piercarlo Gera, Global Head of Financial Services Industry Practice, Accenture "In *Breaking Banks*, Brett provides us with true front lines reporting from the battlefields of financial services disruption. We hear from the disrupters themselves, curated and revealed by Brett's thoughtful interviewing style, and framed by key data and industry observations. A must read for anyone in the industry." — Matt Harris, Managing Director, Bain Capital Ventures "In *Breaking Banks*, Brett continues to articulate the change continuum he began in *Bank 2.0* incorporating the new world of technologies that enable augmented communications, virtual currencies and the internet of everything. This important dialogue clearly

shows that banking is an industry being disrupted beyond belief. It's just a shame that only a few visionaries like Brett can see it." —Chris Skinner, Chairman of the Financial Services Club "As the world seeks more common sense solutions to financial problems, the old banking system with its friction, rules and policies are coming up against some serious challengers. In *Breaking Banks* Brett King gives us a great snapshot of the innovators that are trying to create that new future, and that future is liberating for the financial consumer." —David Bach, nine times New York Times bestselling author
About the Author
BRETT KING is widely considered the foremost global expert on retail banking innovation. He achieved international acclaim for his bestselling book *BANK 2.0*, which topped category lists in the UK, USA, Germany, Japan, Canada, France, Russia, and Asia. King is the founder and CEO of Moven, a retail mobile service money service, and hosts the *BREAKING BANKS* Radio Show. He was voted American Banker's Top Innovator of the Year in 2012.