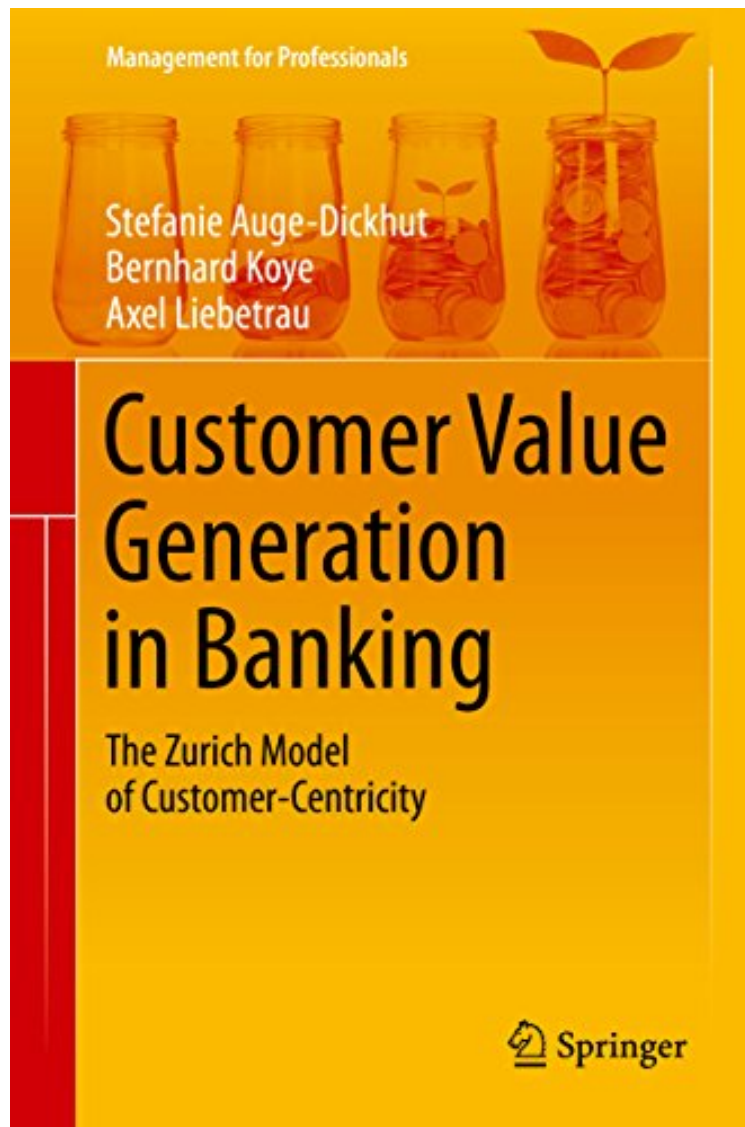


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## Customer Value Generation in Banking: The Zurich Model of Customer-Centricity (Management for Professionals)

*Stefanie Auge-Dickhut, Bernhard Koye, Axel Liebetrau*  
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**Stefanie Auge-Dickhut, Bernhard Koye, Axel Liebetrau : Customer Value Generation in Banking: The Zurich Model of Customer-Centricity (Management for Professionals)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Customer Value Generation in Banking: The Zurich Model of Customer-Centricity (Management for Professionals):

The banking sector is undergoing a process of fundamental transformation ndash; mainly due to the challenges of digitalization, insistent customers, regulation and a volatile economic environment. This book provides an in-depth understanding of the underlying logic of 21st century's banking environment and helps to develop a roadmap for the successful transformation of contemporary business models. The authors introduce the 'Zurich model for a customer-centric banking architecture' enabling the reader to develop a sustainable business model which copes with the challenges of this information age. They identify customer behavior traps in such an environment; introduce adequate strategic instruments and cornerstones for providing added value through financial services, and provide core factors for conducting a successful transformation process.

From the Back CoverThe banking sector is undergoing a process of fundamental transformation ndash; mainly due to the challenges of digitalization, insistent customers, regulation and a volatile economic environment. This book provides an in-depth understanding of the underlying logic of 21st century's banking environment and helps to develop a roadmap for the successful transformation of contemporary business models. The authors introduce the 'Zurich model for a customer-centric banking architecture' enabling the reader to develop a sustainable business model which copes with the challenges of this information age. They identify customer behavior traps in such an environment; introduce adequate strategic instruments and cornerstones for providing added value through financial services, and provide core factors for conducting a successful transformation process. About the AuthorStefanie Auge-Dickhut is Head of Research and Deputy Director of the Swiss Institute for Financial Education (SIF) which is part of the Kalaidos University of Applied Science Switzerland. She has a broad knowledge as consultant and researcher with various publications and has worked in the finance field (team head Ernst Young), notably in the banking industry (head of valuation HVB Consult) for more than 10 years. She is founding partner of Koye Partner Consulting.Prof. Bernhard Koye is Director of the SIF and a specialist in business models of banks and change management and a senior expert in banking education. Among others, he acted as divisional head executive education at Swiss Finance Institute; as department head for leadership and Executive training at UBS Wealth Management and as Managing Director of the Zurich Wealth Forum. He is founding partner of Koye Partner Consulting. Axel Liebetrau is a thought-leader for innovation and foresight in banking and insurance. He is speaker, consultant and entrepreneur with passion and commitment. Axel Liebetrau has a German degree in Banking and Finance and UK Master of Business Administration in International Management Consulting. He is founder of BIG ndash; Banking Innovation Group, Europe's only management consultancy focused on innovation and trends in Banking and Insurance.