
Preface

In this book I have put my focus on key factors in banking, such as technology, human interaction, and processes, which can help to eliminate future crises in the banking industry. They are also the reason behind operational risks and numerous reputational actions over the past few years. This book is combining input from numerous sources which I have put in a new context. My aim was to provide a new way of integrating a wide range of banking-related topics, which should inspire the reader to develop the ideas further, based on his or her background. The readers of this book are clients, employees and partners of banks. They will have their own creative journey after starting to read their favorite topics in the book.

The reason for me to focus on project management was that it enabled me to cover the topics of innovation and creativity. As the role of a project manager requires the continuous improvement of soft skills, the understanding of different corporate cultures, pro-activity, authenticity, and the ability to develop a supportive culture in the context of teamwork, it enables the project manager to deal with high levels of complexity and is the most suitable approach to deal with the challenges of today's complex banking systems.

I think that our economies still need traditional banking, but changing customer habits requires banks with cutting-edge technology. I personally prefer to have accounts with both types of banks, which allows me to choose a combination of services from both types of financial institutions.

My intention was to make this book accessible for readers who have no or only little knowledge about information technology and banking, but are nevertheless able to understand the content. I have used a combination of pictures and text to enable key information to be easily understood and helpful for readers who do not find the time to go through the whole text.

According to numerous experts who have been quoted in the book, a mixture of pictures, colors, and text supports our brain to gather information with little effort. This is also going to be the way we will go in the future in order to be better able to cope with large amounts of information.

Zurich, Switzerland
May 2014

Sohella Thuiner



<http://www.springer.com/978-3-319-07553-2>

Banks of the Future

Putting a Puzzle Together Creatively

Thuiner, S.

2015, XXIII, 229 p. 139 illus., 4 illus. in color., Hardcover

ISBN: 978-3-319-07553-2