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Will Change The Future Of Financial Services By Brett  
King**

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example, 40% of U.S. consumers will move to another provider if a bank's site is not mobile- .  
(International) Asia Pte Ltd: BANK 2.0: How Customer Behaviour and Technology Will. Change the Future of Financial Services (February 2010)

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dialogue with the financial services community, innovation community, academia and a large number of financial technology startups. How will customer needs and behaviours change in an increasingly .. 2. The most imminent effects of disruption will be felt in the banking sector; .. Key change to payment behaviour.

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Page 2 Understanding customer behavior in retail banking The impact of the credit crisis across Europe these findings will assist the sector as it responds to the dawning of a new era in the plan to change their main provider in the future. . have embedded the Financial Services Authority's principles of "Treating

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Brett King's new book, BANK 2.0 – How customer behaviour and technology will change the future of financial services (Marshall Cavendish; publication date:

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2. Brett King, Bank 2.0: How Customer Behavior and Technology Will Change the Future of Financial Services. Marshall Cavendish Reference. July 15, 2010. 3.

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Brett King is an Australian futurist, international best-selling author, and co-founder and CEO of For his work, in 2012 King was named "Bank Technology News Innovator of the Year" by the trade newspaper *American Banker*. Brett *BANK 2.0 - How Customer Behavior and Technology will Change the Future of Financial*

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King is the CEO and founder of the break out retail bank *Moven*. . new technologies, and their role in changing the future of financial services. *Bank 2.0: How Customer Behavior and Technology Will Change the Future of Financial Services.*

## **Fundamentals of communications and networking**

King, Brett. Bank 2.0: How Customer Behavior and Technology Will Change the Future of Financial Services. Singapore: Marshall Cavendish Business, 2010.

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