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when their competition

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rethinking banking

products and delivery.

This book starts with a

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history of the space then
moves into an overview
of what FinTech is.

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Develops a unique concept (Emotional Banking) that speaks to the core of what is broken in banking today. Showcases a series of real-life examples of brands that have achieved success as case studies.

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Banks into Brands, Blomstrom tells the story of having arrived at the realization that people's feelings about their money were not investigated and her quest to explore why banks haven't done so. Also in the book, some

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of the methods of
cultural change that
Duena has developed
after working with 100+
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FinTech start-ups,
Technology providers
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using technology so that
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turn into intensely
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incumbent banks with
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banks breathing down
their neck so it's time
every retail bank sits
their customer down,
looks them in the eye
and says "Right, now
it's time for me to care
about how you feel
about your ...

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KEYNOTE SPEAKER,

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CREATOR OF

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FOUNDER and CEO of

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and intrapreneur, a
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Duena Blomstrom has been focused 100% on

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