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BANK 3.0 BOOK REVIEW By Tom St. Dennis Bank 3.0-Why Banking is no longer somewhere you go but something you do, by Brett King. Whether they are admitting it or not, you can be sure that this is a book that every one of your financial institution competitors is reading if they are any competition at all.

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Bank 3.0 : Why banking is no longer somewhere you go, but ...

Bank 3.0 is about the transition from banking dependent on a physical structure to banking that can be done at a time and place most convenient to the customer. It is about a new form of engagement and experience that harnesses the power of the internet without sacrificing the 'human touch'.

Brett King discusses disruption in banking in Bank 3.0

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BANK 3.0. Why Banking Is No Longer Somewhere You Go But Something You Do (2012) King has said that the difference between this work and Bank 2.0 was that the former work was an awareness raising effort, and in Bank 3.0, King provides solutions to everyday banking problems—partially inspired by his app Moven.

Brett King (businessman) - Wikipedia

Banking is no longer a place you go, but something you do. This is the underlying argument in Brett King's book, Bank 3.0 (an update to 2010's Bank 2.0), which examines the widening gap between how customers choose and use financial services and the experience and services that traditional banks are providing them. This disparity is largely a result of the radical changes in technology and ...

Bank 3.0: The New Definition of Customer Service in Banking

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