



FinancialServiceLogic: In the Revolution of Exchange in Banking and Insurance (#HCPSPiRiT Book 1)

Pekka Puustinen

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Niklas Odenwall, Country Manager

“The enormous change in earning and business logic in the financial sector has been a big challenge for all working in the field. How to best serve customers who demand more and more, ever faster and better? The old strategies, business models and expertise need a thorough re-evaluation. Puustinen’s book is an important and long-awaited discussion opener with its broad theoretical background and understanding of value creation in our everyday lives.”

Hannu Saarijärvi, Professor of Service and Retailing

“By moderately provoking and thoughtfully stimulating, Puustinen endows his readers with analytical ideas about customers’ everyday lives, demonstrates how financial services will earn their place in customers’ lives now and in the future, and builds the concepts of customer value and service into applicable and easily understandable wholes. A noble act.”

Esko Kivisaari, Deputy Managing Director

“This book is the best book I’ve read in the field, although also the only one. This comment reflects the lack of similar books, and I suspect that Puustinen’s work will not be easily outdone.”

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