



# Rebuilding Trust in Banks: The Role of Leadership and Governance (Wiley Finance)

*John Zinkin*

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**Rebuilding Trust in Banks: The Role of Leadership and Governance (Wiley Finance) John Zinkin**  
**An outline of the core principles and strategies required to restore the credibility of the global finance industry**

Since 2008, the global financial industry has lurched from crisis to crisis, calamity to calamity, resulting in an epic loss of public trust in banking and financial institutions. *Rebuilding Trust in Banks* argues that this series of disasters have usually been the result failures of leadership and governance, combined with unenforced systems of checks and balances. Often, leaders lose their way, believing their own hype and buying into their own propaganda. The more successful these leaders are initially the greater their self-confidence grows along with the certainty that they're right. The result is a dangerous hubris with no countervailing power to stop or change reckless, unethical, or self-interested strategies. This book offers a solution, with useful benchmarks for corporate governance and a global perspective.

- Features effective best practices for ensuring good corporate governance and responsible leadership in banking and finance
- Written by a renowned expert in corporate governance with more than 40 years of experience, particularly in Asia
- Intended for corporate leaders and board members in financial companies, as well as regulators, advisors, and students

If banks and other financial institutions truly want to rebuild the trust they once enjoyed, this practical and prescriptive guide offers effective best practices that can—and should—be widely implemented throughout the industry.

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