

Banking Industry Information Resources

WEBSITES AND PUBLICATIONS

The Financial Brand
Marketing Dive
Nielsen
Ernst and Young
TheACSI.org
FDIC
Bain & Company
Bureau of Labor Statistics
Deloitte
Gallup
Salesforce (research section)
The Conference Board
Claritas
UnitedStatesZipCodes.org
Pew Institute
MarketingCharts.com
StLouisFed.org - FRED
FRBAtlanta.org - GDP NOW
Census
Federal Reserve
fiserv.com (resource-center)
Statista
American Community Survey

NEWSLETTERS AND PODCASTS

Aite Group
Forrester Research
BAI
EFMA
American Banker
ABA Bank Marketing Network
Celent Banking Blog
Bank Innovation
Accenture
J.D. Powers
Javelin Strategy & Research
Harvard Business Review
Fast Company
Wall Street Journal
The Purposeful Banker Podcast
Creating Disney Magic with Lee Cockerell
Coaching Real Leaders - Muriel Wilkins
The Andy Stanley Leadership Podcast
Main Street Banking- Barret
Banking on Disruption
Sell or Die with Jeffrey Gitomer
Customer Confidential - Bain & Co
The McKinsey Podcast
What's Going on In Banking
Thinkcast - Gartner
Inside the Strategy Room
The Correspondent - ICBB
The Sales Readiness Podcast
Independent Banker
No Barriers Podcast

BOOKS

Start with Why by Simon Sinek
The Orange Code by Arkadi Kuhlmann and Bruce Philp
Thinking Fast and Slow By Daniel Kahneman
Experiential Marketing by Bernd Schmitt
Brand Leadership by David A. Aaker and Erich Joachimsthaler
Integrated Branding by F. Joseph Lepla and Lynn M. Parker
Designing Brand Identity by Alina Wheeler
Love Marks: the future beyond brands by Kevin Roberts
Primal Branding by Patrick Hanlon
BrandSimple by Allen P. Adamson
Coming to Concurrence by Smith, Clurman, and Wood
Brand Sense by Martin Lindstrom
Brand from the Inside by Sartain Schumann
The 22 Immutable Laws of Branding by Al Ries and Laura Ries
Satisfaction: How Every Great Company Listens to the Voice of the Customer by Chris Denove and James Power
Leading for Growth by Ray Davis with Alan Shrader
The Starbucks Experience by Joseph A. Michelli
Leaders Eat Last by Simon Sinek
Bank 2.0 and Bank 3.0 by Brett King
In-N-Out Burger by Stacy Perman
The Pixar Touch by David A. Price
The Rise and Fall of American Growth: The U.S. Standard of Living since the Civil War by Robert J. Gordon
Augmented by Brett King
Rest: Why you get more done when you work less by Alex Soojung-kim Pang
Obliquity by John Kay

Marketing 4.0 by Philip Kotler
Kotler on Marketing by Philip Kotler
Team of Teams by General Stanley McChrystal
iGen: Wy Today's Super-Connected Kids are Growing up less Rebellious, more tolerant, less happy and completely unprepared for adulthood by Jean Twenge
Join the Brand: Building Loyal Communities and The Need for Belonging by Norty Cohen
Fanatical Prospecting by Jeb Blount
A Mind for Sales by Mark Hunter
The Unsold Mindset by Colin Coggins and Garrett Brown
Selling from the Heart by Larry Levine
Heart Spoken by Elizabeth H. Cottrell
Think Remarkable by Guy Kawasaki.
Outwitting the Devil by Napoleon Hill
The New Agreements in the Workplace by David Dibble
Everybody Writes by Ann Handley

AI RESOURCES

ChatGPT
Gemini
Copilot
Claude
DALL-E
Midjourney
Asana
NotebookLM
Synthesia
Adobe Firefly
Adobe Sensei
Designs.ai
Canva
Perplexity
Grammarly
Runway

