



Activity-Based Management for Financial Institutions: Driving Bottom-Line Results

Brent J. Bahnub

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Discover how to use activity-based management to improve your bottom line

The first book of its kind to focus on activity-based management in the financial services industry, *Activity-Based Management for Financial Institutions: Driving Bottom Line Results* will show you how to drive changes to your organization's bottom line.

After providing a brief overview of a financial services activity-based costing model, this book focuses on how to directly improve net income, covering essential topics including costing, chargeback, and pricing; implementing ABC; implementing ABM; managing organizational change; and avoiding pitfalls.

- Written for those in the financial services industry-banks, securities firms, insurance companies
- Reveals how to drive benefits to the bottom line through disciplined execution of activity-based management and organizational change management
- Provides real world examples and tools for quick results and sustained success

This one-of-a-kind book will take your financial institution from stuck to financially successful, driving profitability and performance.

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