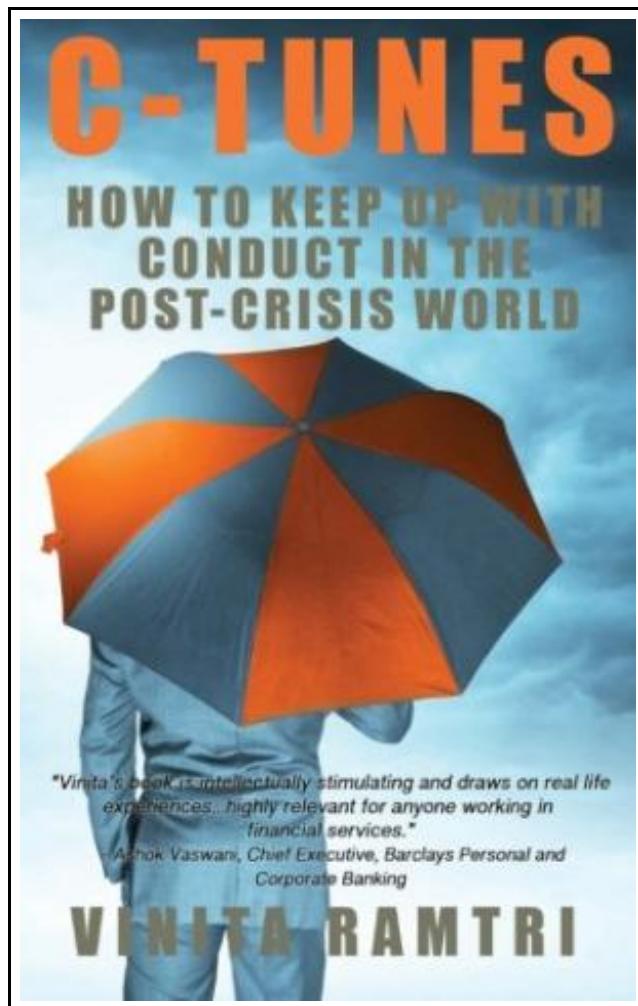


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Createspace, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Conduct risk is becoming more and more a buzz word in the financial industry and for regulators. Amidst todays evolving operating landscape, Vinita has been instrumental in helping senior leaders and colleagues at Barclays interpret and make sense of what good conduct risk management entails, all with a focus on making a tangible difference for our clients, colleagues and the wider industry. Converting theory into practical implementation advice, Vinita has provided pragmatic support and direction to the business, enabling each region to evolve conduct journeys tailor-made to meet their own set of priorities. Through this book, she shares her insights and experience, bringing to readers many practical examples that they can identify with and think through for their own businesses. This is definitely a worthwhile read not just for banking practitioners but for professionals looking at conduct risk management across all industries. Didier Vondaeniken, Head of Barclays Wealth, Asia Pacific \* Why would anyone want to read a book on conduct? The financial crisis of 2008 has left trust at an all-time low. Firms have taken constant battering and as morale takes a hit, no one wants to hear more about correcting behaviour. In rushed efforts to put things right and in burning desires never to err again, are we guilty of tuning people out? Is it possible to be right all the time or are we tipping from one extreme to another? We believe in good conduct but is our belief strong enough that we care to fix it in the right way? Or having inherited shame, do we pass on dystopia. \* My book is about conduct. But it is about conduct and everything else, because,...



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