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The Digital Future of Finance and Wealth Management with Data and Intelligence

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Preface

The financial services sector is entering what is probably its most challenging period. Powered by digital innovation, intelligent automation and changing customer expectations, the status quo finance and wealth management practices are quickly being disrupted by agile, data-driven and artificial intelligence-fueled approaches. This book aims to navigate this transition, by providing one of the first comprehensive accounts of how developments in emergent technologies and more specifically, artificial intelligence, machine learning, cloud computing and predictive analytics are revolutionizing the financial services landscape. This book is a guide for fintech and non-fintech financial services professionals, academic researchers and policy makers to figure out the complex intersections of financial strategy, cognitive automation and regulation. It covers the technological foundations of digital finance and explores not only the socioeconomic and ethical implications of intelligent financial services but also a few of the challenges and opportunities such services open up for all stakeholders involved. Case Examples include banks, investment firms, and insurance companies, helping practitioners to follow the theory to the dynamic of the institutions' history with their investment in technology. Now at the dawn of the future-cycle of fintech, these findings are particularly pertinent to those seeking to align plans with data-based intelligence, to enhance the customer journey and keep an open perspective on financial inclusion. This book will help you to get a grip of innovation and digital in an increasingly complex world to lead with insight and embrace the serving potential of technology.

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