



Confucius Institute for Business London

Public Lecture

Why entrepreneurs care about customers and what can be learned by Chinese practice



Speaker: Anthony Thomson (Founder and former Chairman of Metro Bank and founder and chairman of Atom bank)

Time: 18:30 - 20:00 Wednesday, 29 Oct. 2014

Venue: Old Theatre, LSE

Chair: Dr. Kent Deng, Associate Professor (Reader) in Economic History, LSE

Synopsis: Why build a customer centric bank? Indeed, having built one in which over 90% of the customers are satisfied or very satisfied, why build another one? Anthony Thomson shares his views on why the best banks, and businesses, are built by entrepreneurs who are passionate about their customers. He shares insights from business and from academia and reflects on what can be learned from this by Chinese bankers.

This event is free and open to all. However preregistration is required. Please contact 020 7955 6253 or email Mr. Craig Meegan: c.j.meegan@lse.ac.uk