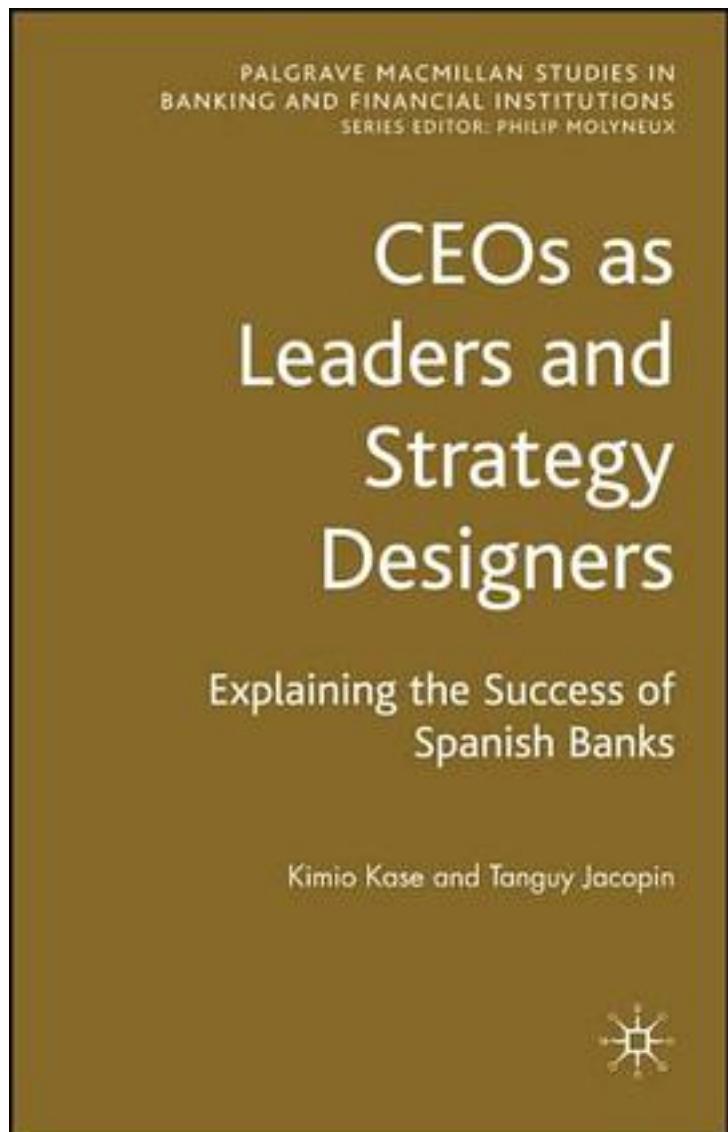


CEOs as Leaders and Strategy Designers



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Based on the CEO's cognition model concerned with decision making, and developed by Kimio Kase, this book explains the extraordinary development and performance of the Spanish banking industry during the last twenty years. This book argues that the performance of Spanish banks is due to the construction of an excellent management model, the presence of clear-headed CEOs and like-minded executives. The authors place this remarkable banking phenomenon in an international perspective, and draw unique comparisons with other countries such as Japan. This book offers food for thought about the replicability of the change process in other countries and other industries.

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