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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	A new attitude towards money: the case of GLS Treuhand - giving as part of holistic banking
Sommario/riassunto	Social Banking describes a way of value-driven banking that has a positive social and ecological impact at its heart, as well as its own economic sustainability. Although it has a long and successful history, it has arguably never been more topical than it is now in the aftermath of the latest financial crisis. Most Social Banks came out of this crisis not only unscathed but much stronger and bigger than they were before. And contrary to their conventional peers, none of the Social Banks had to be bailed out with public funds. This increasingly attracts the interest not only of clients sear