

AMERICAN BANKER.

Former BB&T Chief Allison's Latest Literary Venture

By [Paul Davis](#)

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John A. Allison doesn't understand what it means to retire.

Allison stepped aside as chief executive of BB&T in Winston-Salem, N.C., [in late 2008](#), but he never slowed down. Within a year, he was teaching a class at Wake Forest University's School of Business. By 2012 he had agreed to become [CEO of the Cato Institute](#), a leading libertarian think tank and had written a [320-page book](#) outlining what he believed to be the causes of the financial crisis.

Allison is set release his second book — "The Leadership Crisis and the Free Market Cure" — next month. The 210-page book, which he [began conceptualizing at least six years ago](#), argues that capitalism is critical to creating new ideas and attracting visionaries to important leadership posts. Allison also shares the story of how he built BB&T into one of the nation's biggest financial institutions over his 20 years at the helm.

His thesis dovetails with his already well-known views. Allison, a self-described Ayn Rand enthusiast, used his first book to [assert that free markets were the solution to avoiding another financial meltdown](#).

It is quite possible Allison has another book left in him. In 2008 he told American Banker he was also working on a book that would examine the evolution of the U.S. financial system.