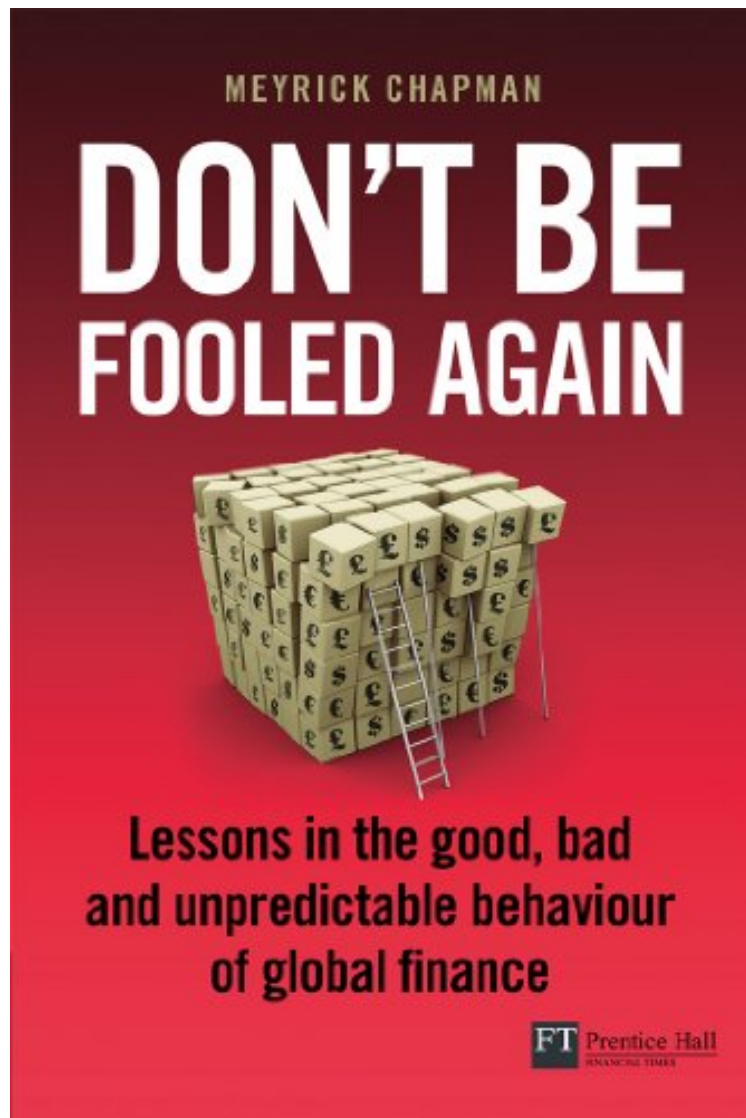


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Don't be Fooled Again: Lessons in the good, bad and unpredictable behaviour of global finance (Financial Times Series)

Meyrick Chapman

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The decade which began in July 1997 saw a global financial system that generated more wealth for more people for a much longer period of time than any other in financial history. But ten years later, in a seemingly sudden move, there was a flight of capital and a collapse of the global banking system. What went wrong? Did anyone see it coming? What lessons can we learn from this? And is it really all that bad? Fooled Again is not a history book, but it looks at the history of recent financial management, mismanagement, extraordinary risk and greed, flows of global capital and international toxic balance sheets to identify the key lessons to be learned from the global financial crisis. Taking a considered and long-term view, Meyrick Chapman gives an immensely readable and insightful view of what really happened and shows us why not all crises are bad, and why the events of 2008 and 2009 may ultimately benefit us.

From the Back Cover: Reaching beyond the usual narratives he tells us controversially why good may yet come out of the financial crisis and looks to what the future may hold. George Magnus, Senior Economic Adviser, UBS Investment Bank: 'Books on the financial crisis that have been written by financial sector insiders are rare and this book is welcome on three counts: Meyrick Chapman is an insider, he writes very clearly and he analyses what has happened lucidly and correctly. This will not be an ephemeral book: it will be studied and quoted for many years to come.' Geoffrey Wood, Professor of Economics, Cass Business School, London: 'Meyrick Chapman's great strength is that he combines an insider's in-depth knowledge of how modern finance markets really work with a deep and comprehensive understanding of finance and financial history. But most of all, he's not just being wise after the event.' Stephen Diggle, Artradis Fund Management: 'The decade that began in July 1997 saw a global financial system that generated more wealth for more people for a much longer period of time than any other in financial history. But ten years later, in a seemingly sudden move, there was a flight of capital and a collapse of the global banking system. What went wrong? Did anyone see it coming? What lessons can we learn from this? And is it really all that bad? About the Author About the author: A History graduate from Cambridge, Meyrick Chapman began his career in finance in 1982 on the trading desk of a commodity house. He moved to investment banking in the late 1980s and worked as a proprietary trader for several years at Banker Trust. In 1997 he joined then Swiss Banking Corporation (later to become UBS) framing strategy in international bond markets. It was in this role that he gained first hand experience of the colossal international capital flows that eventually led to the financial crisis which are investigated in "Fooled Again". He has contributed to policy think tanks, industry magazines and the general financial press as well as speaking at many international conferences. He is married with two children and lives in West London.