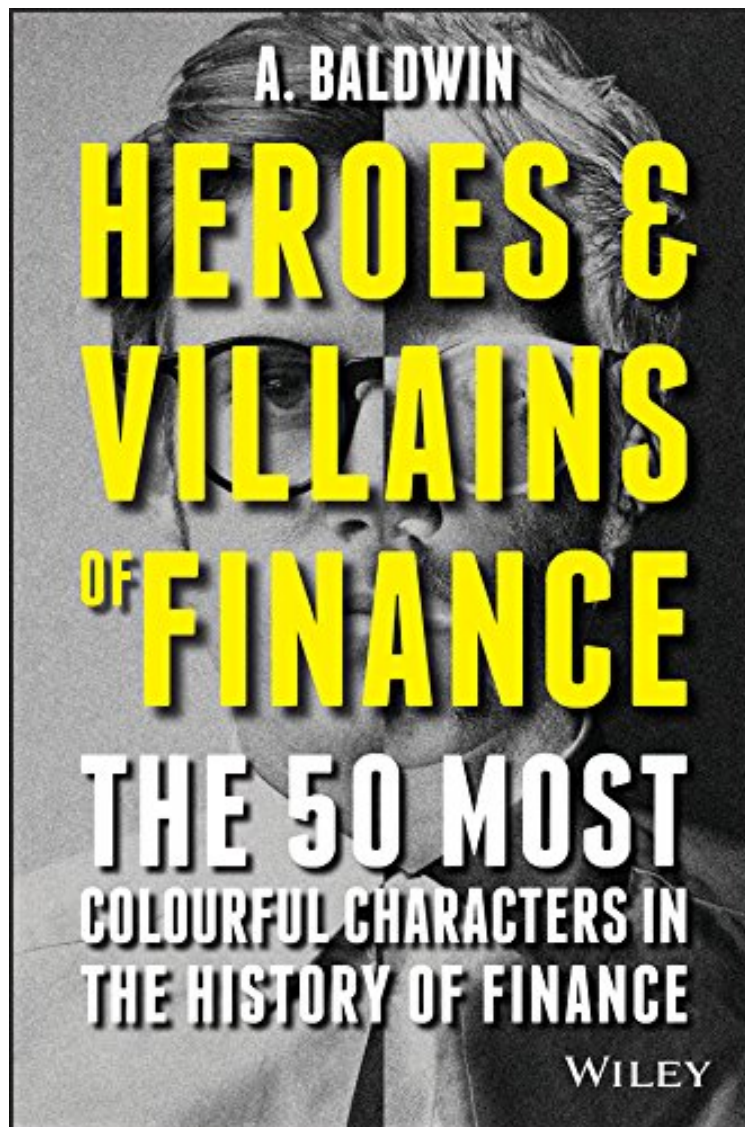


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## Heroes and Villains of Finance: The 50 Most Colourful Characters in The History of Finance

*Adam Baldwin*

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5 of 5 people found the following review helpful. The second page is a paragraph or two at best. The third and fourth pages are \_one\_ quote ...By JeffEach Hero/Villian contains about as much content as the first paragraph of a wikipedia

article. Each person covered has about 4 pages of information. The first page is their name..just their name. The second page is a paragraph or two at best. The third and fourth pages are \_one\_ quote per page that are blown up to a massive font to fill in space. The average text size in this book must be 50 pixels. This book is 200+ pages that at best has 15 pages of content. Don't waste your money.1 of 1 people found the following review helpful. AVOID AT ALL COSTSBy JCKSaw this book advertised on a blog I like and bought it, it's absolute garbage and a scam.2 of 2 people found the following review helpful. Another Book Review From The Aleph BlogBy David Merrell made it through this book while watching my daughter at a softball tryout. It was an overly easy read, because there is little in the book. For each of the 50 characters in the book, you get around 1.5 pages of text. An average article at Aleph Blog would be the length of 2-3 biographical vignettes contained in this book. At most, you learn the highest points of their lives.But, I have other criticisms:\* You don't even necessarily get the highest points of their lives. I read through a few of them and thought I could have done a better job summarizing their lives with one hour of time.\*Many of the characters don't deserve to be in the book. Some aren't important or colorful enough. Others are too recent to evaluate how truly "colorful" or important they are. Others aren't truly in finance — they may be in business, politics, or academic economics, but they had little to do with finance in any direct way.\* Occasionally, there are factual errors, such as with Nick Leeson, where it attributes his famous "I'm Sorry," note to February 1994 (twice), while having him flee one year later in 1995. Both happened in February 1995.This book is bad enough that the author should be absolved from blame, and that the editors and anyone else in the approval process at Wiley should receive it. This book should never have seen the light of day in its present form. Wiley's quality control is usually quite good — something went awry here.Now, lest this be purely negative, I have two ideas. Simple idea one: go buy Kenneth Fisher's 100 Minds that Made the Market. This is the book that Heroes Villains of Finance should be. As I say in my review:"Some people are hard to buy gifts for. With books, there is often a trade-off between books that say a lot, and those that people are willing to read. One book that I think hits the sweet spot is 100 Minds That Made The Market, by Ken Fisher.Why do I think this? This book is 100 little books in one volume. You can pick this book up for five minutes, and read a well-written 3-4 page biography of person who has had a significant impact on how our markets work today. Then you can put it down, get back to work, and think that you have learned something significant."So if you want a book of short biographies, this is a better one. I think it makes an excellent gift.Idea number two, for the folks at Wiley — here's a book that could sell: [20-50] Greatest Financial Scandals Ever. Average people aren't looking for heroes in finance. It's not that there aren't any. It's just that the scoundrels are far more interesting to read about. Finance, when done right, is boring. Margin of safety, low debt, ethical management, etc.; good to learn from, but doesn't tell interesting stories to the same degree.I would encourage the author to take it one step further as well: add a final chapter to give the common themes that run through the scandals. Books like Heroes Villains of Finance leave you with no generality at the end — is there some common thread behind heroes? What of villains? Are there lessons to be drawn here from the sum total of the lives considered?SummaryDon't buy Heroes and Villains of Finance. Instead, if you want such a book, buy 100 Minds That Made the Market.

Explore history's titans of finance, and their lasting global impact Heroes and Villains of Finance is a fascinating dive into the history of money as an institution, highlighting the fifty most significant figures that, rightly or wrongly, are responsible for the financial landscape we live in today. From philosophers and bankers to fraudsters and academics, this book provides a striking introduction to the most remarkable characters in the history of finance. Their impact reaches far beyond the financial system itself, and has helped shape the course of human history. The economic systems of today would look very differently if it weren't for these innovators, thought leaders, storytellers, and rebels, and this captivating examination takes you inside their stories to understand their thinking, their background, their perspective, and their inspiration. People both inside and outside the world of finance are perpetually curious about the larger-than-life characters who built, shaped, and continue to populate the industry. Their actions, both positive and negative, are responsible for what we understand as finance today. This book provides a glimpse into the events and motivations that contributed to the industry's evolution. Learn how the Knights Templar became the first banking institution Examine the Rothschild family's pioneering use of financial instruments in order to safeguard their wealth from distrusting European monarchs Study the origins and evolution of the Ponzi scheme Realise how Reaganomics still affects the U.S. economy today The finance industry is always in the public eye, and it's one of the few places where the actions of a few — or even a single person — can ripple throughout large populations. Heroes and Villains of Finance gives you a closer look at the biggest names that had the biggest impact, for better or worse. "This book is a marvellous introduction to a gallery of fascinating figures from the world of Big Money. The author has chosen a brilliant collection of crooks, entrepreneurs, philosophers, economists and bankers. These highly readable short lives provide an excellent education to any reader who wants to understand the personalities who shaped today's world of investment"Luke Johnson, Chairman of Risk Capital Partners, former chairman of Pizza Express and Channel 4 Television, Financial Times columnist and author of 'Start It Up'?"Heroes and Villains of Finance provides a fascinating and insightful guide to the personalities and developments that have transformed

finance and continue to do so. Anyone trying to understand where finance is now, how it got there and where it might go should read this book" Dr Stephen Davies, Institute of Economic Affairs" "An exciting, informative ride through the big ideas and even bigger personalities that have shaped the world of finance" Sam Bowman, The Adam Smith Institute" "This delightful book provides a punchy reminder that, whilst we should rightly celebrate the longevity of the vision of the heroes of finance like Adam Smith, the potential downsides of financial innovation have always been with us which we are inclined to forget" Professor Mike Wright, Professor of Entrepreneurship at Imperial College London and ranked #1 worldwide for publications in academic entrepreneurship