

Hardback
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PART X: SOLUTIONS AND
CONCLUSIONS

The Fear Factor

What Happens When Fear Grips Wall Street

Colin Read

COLIN READ is Professor of Economics and Finance at SUNY College at Plattsburgh, and a columnist for the Plattsburgh New York Press Republican newspaper. He has taught economics and finance for 25 years. His recent books include *Global Financial Meltdown: How We Can Avoid the Next Economic Crisis* and *International Taxation Handbook* (edited with G. Gregoriou). He has written dozens of papers on market failure, volatility, and housing markets, writes a monthly column in a business trade journal, and appears monthly on a local PBS television show to discuss the regional and national economy.

About the book

A fascinating discussion of the role played by fear in financial market panics. Professor Read demonstrates, in easy-to-understand terms, that rising market fear portends to major financial declines. He explains the science and the economics of fear and shows that the financial market has learned how to capitalize on investor or economic fear

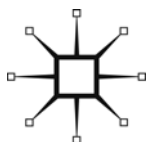
Selling Points

How has fear come to dictate our financial markets? In an accessible style, this book explains the science and economics of fear, and discusses how fear can drive the economy to troubling depths

- Novel take on the financial crisis - looking at the psychological aspect
- Explains finance to the average reader
- Offers policy prescriptions to prevent fear from pervading markets
- Provides a history of financial panics and crashes
- Correlates a fear index with market volatility and declines
- Argues that the modern economy must return from financial chicanery to true production

Who will buy this book?

Popular readership



Euro Crash

The Implications of Monetary Failure in Europe

Brendan Brown

Hardback
Mar 2010 £60.00 978-0-230-22910-5

208 pp 216x138mm

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Euro Indictment
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BRENDAN BROWN is an international economist practising in the City of London. He has authored many previous books on international financial topics, including monetary problems in US, Europe and Japan and asset market pricing (including exchange rates) in a global context. The books have treated both contemporary trends and historical topics. His postgraduate degrees are from the University of Chicago and London School of Economics. Dr. Brown is a regular contributor to Japanese and European financial media.

About the book

This sequel to the author's earlier well-received Euro On Trial, shows how European Monetary Union became a main engine of the global credit bubble and puts forward a set of remedies which would reduce the danger of further economic debacle emanating from serious flaws in the present policy-making framework of the European Central Bank.

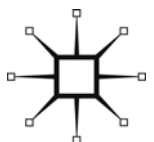
Selling Points

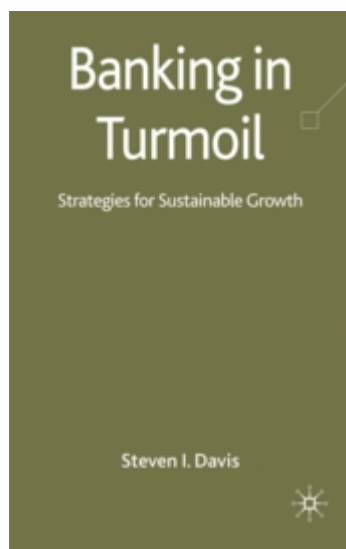
Shows how European Monetary Union became a main engine of the global credit bubble and puts forward a set of remedies which would reduce the danger of further economic debacle

- The book is about the number 1 topic in international economics and finance – the causes of the global credit bubble and bust
- The book focuses on revealing how the ECB and European Monetary Union were key sources of the financial chaos and economic destruction wrought by the global credit bubble and its bursting

Who will buy this book?

Central Banks, Finance Ministries, European Institutions (EU, ECB, EIB), OECD, IMF, BIS, Business Schools





Hardback
Oct 2009 £60.00 978-0-230-23571-7

128 pp 216x138mm

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Projecting Past Experience: How Might Bank Profitability and Returns Evolve?
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Banking in Turmoil Strategies for Sustainable Growth

Steven I. Davis

STEVEN DAVIS has spent his career in banking as a senior practitioner, strategy consultant, author, lecturer and coach. This is his 14th book on best practice in bank management. Previous titles include: *Leadership in Financial Services*, *Leadership in Conflict*, *The Management of International Banks*, *Bank Mergers*, *Excellence in Banking*, *Managing Change in the Excellent Banks*, *Excellence in Banking Revisited!* and *Investment Banking*.

'A provocative discussion of what the banking landscape might look like after the crisis and practical advice for meeting the growing demands of customers, staff, investors and politicians. If banks are looking for a guide on how to restructure for the future, this is it.'

- Sir Brian Pitman, Former Chairman, Lloyds Bank Group.

About the book

In a time of widespread crisis and uncertainty in the banking world, this interview-based book analyzes how bank management is reassessing strategic models.

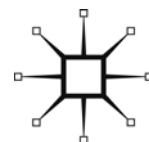
Selling Points

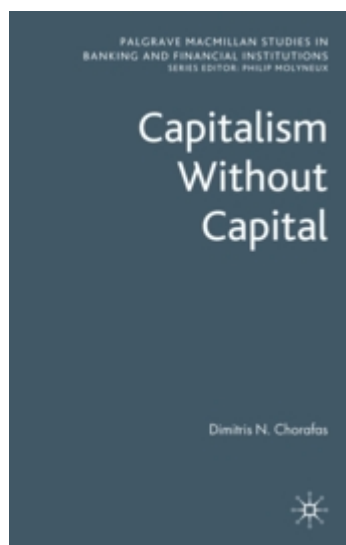
This interview-based book examines how leading banks are shaping their future strategies in the light of the current banking crisis. Unique insights from senior figures in the industry

- Highly topical! - In the light of the current banking crisis, banks across the world are reassessing their strategic direction
- Established author (14 previous books)
- 25 interviews with senior banking executives, analysts, consultants, regulators and rating agencies give unique insights into these future strategies
- Case studies of successful bank strategies which have stood the test of the current turmoil
- The author's conclusions on this research and the outlook for the future.

Who will buy this book?

Senior Bank Management & their Advisors, Regulators, Policy Makers and Analysts; Business Schools, Banking Schools: Modules on Bank Management, Bank Strategy, etc





Palgrave Macmillan Studies in Banking and Financial Institutions

Hardback
Jul 2009 £65.00 978-0-230-23346-1

288 pp 216x138mm

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Capitalism Without Capital

Dimitris N. Chorafas

DIMITRIS N. CHORAFAS has advised financial institutions and industrial corporations in strategic planning, risk management, computers and communications systems, and internal controls since 1961. More than 8,000 banking, industrial and government executives have participated in his seminars in the United States, the United Kingdom, Germany, Italy, Asia and Latin America. Dr Chorafas is the author of around 150 books, some of which have been translated into up to 16 languages.

About the book

This book examines the banking crisis of July/August 2007 and its ensuing after-effects in 2008-2009: economic crisis, credit crunch, massive recapitalization of some banks and nationalization of other banks. The author offers his views on the factors which led to this global financial catastrophe and how it could have been avoided.

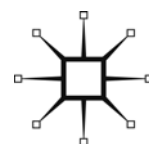
Selling Points

Examines the causes of the banking crisis of 2007 and the following and ongoing economic crisis, credit crunch, massive recapitalization of some banks and nationalization of others

- Concentrates on the most recent market events: from the bankruptcy of Lehman Brothers and nationalization of AIG, Freddie Mac, and Fannie Mae onwards
- Examines both the American and the European banking woes and credit crunch
- While it puts a great part of the blame on the mismanagement of banks, it brings into perspective the background problem of huge household debt which has become unaffordable
- While several books are now published on the banking crisis this is possibly the first on the market to address the economic crisis – which developed after September 1, 2008.

Who will buy this book?

Upper Undergraduate and Graduate students in Schools of Finance, Business Administration and/or Financial Engineering; Management Associations; Auditors and Certified Public Accountants; Risk Managers; Central Banks; Financial Analysts; Research Departments; Consultancies; Regulatory Authorities; Library Sale



Dictionary of Finance, Investment and Banking

Hardback
Nov 2009 £25.00 978-0-230-23829-9

560 pp 234x156mm

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Acknowledgements
The Author
Summary of Colloquialisms, Foreign
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Erik Banks

ERIK BANKS is responsible for risk management within the Corporate and Investment Bank at the European universal bank UniCredit. Over the past 23 years he has held senior risk positions at Citibank, Merrill Lynch and in the hedge fund sector, in New York, Tokyo, Hong Kong, London and Munich. He is the author of more than 20 books on risk, derivatives, emerging markets and governance.

About the book

This dictionary covers the terminology of the international financial marketplace. It provides concise and rigorous definitions of over 5,000 terms used in the accounting, banking, corporate finance, investment management and insurance disciplines. It also includes formulae and diagrams, as well as commonly used acronyms and colloquialisms.

Selling Points

A comprehensive, truly international reference book that explains both the formal and informal terminology used in the finance, banking and investment industry

- The only recent hardback dictionary of finance! There are really not many other good financial dictionaries that cross the technical and non-technical worlds
- Truly trans-Atlantic: International coverage, including over 5000 terms from both the UK and USA (Oxford Dict quite UK-biased) (Unlike other dictionaries) Includes Colloquialisms giving it a practical flair
- Includes 50 diagrams (rival dictionaries do not) for added clarity, and 190 essential formulae
- Includes newly-coined terms, reflecting developments in the world of finance following the subprime crisis and has coverage of 'hot areas' including Islamic finance, bank regulation, carbon/emissions trading, dark trading, business law/bankruptcy, structured products

Who will buy this book?

Finance Professionals; Private Investors; Students; Corporate Libraries; Financial/Economic Journalists; Readers of the Financial Pages; MBA & Executive training programmes

