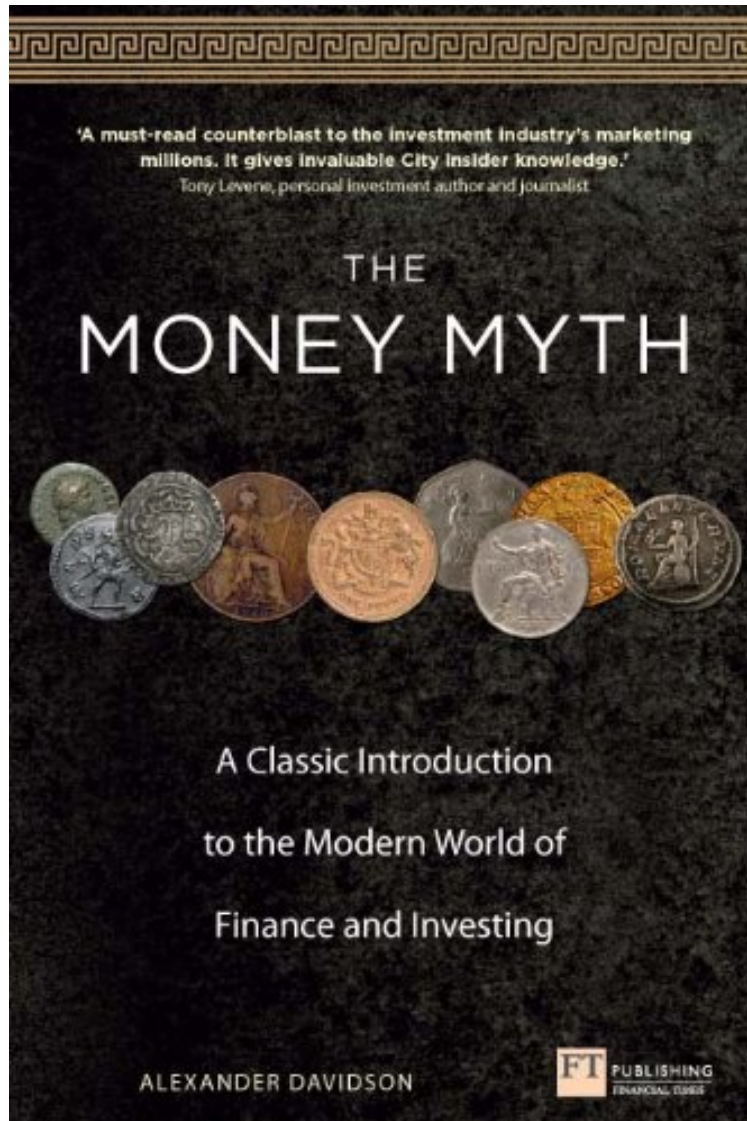


[Library ebook] The Money Myth: A Classic Introduction to the Modern World of Finance and Investing (Financial Times Series)

## The Money Myth: A Classic Introduction to the Modern World of Finance and Investing (Financial Times Series)

Alexander Davidson

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Alexander Davidson : The Money Myth: A Classic Introduction to the Modern World of Finance and Investing (Financial Times Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Money Myth: A Classic Introduction to the Modern World of Finance and Investing (Financial Times Series):

Financial markets use persuasion, propaganda and salesmanship to survive. They smooth over weaknesses and highlight their strengths to seduce us into parting with our money. Investment products wrapped in euphemisms and simplified language hide complexity and unclear risk. This book helps you to understand the real risks involved in investing, make informed decisions and take control of your investments.

"In *The Money Myth*, Alexander Davidson provides an authoritative guide to the financial markets, drawing on his experience in the City as well as his years as a journalist covering the markets. The literary gimmick of interspersing analysis of the modern financial system with references to classical figures and myths, though seemingly contrary, is strangely appropriate for *The Money Myth*, a guide to financial markets." Jessica King, *Hedge Funds*, April 2012

"A must-read counterblast to the investment industry's marketing millions. It gives invaluable City insider knowledge." Tony Levene, personal investment author, journalist and scambuster

"Alexander Davidson acts an informed guide for the not-yet-fully-seasoned investor. In a wide ranging exploration of the factors that drive shareholder value, he shines his torch beyond company financial results to look at reputation, risk and most of all the interdependent relationships of those working within the square mile and its supporting industries."

Jane Wilson, Chief Executive Officer, Chartered Institute of Public Relations

"Ideal bedtime reading for the novice investor, this book demystifies the jargon of financial markets, alerts the neophyte to the many pitfalls and honeytraps and debunks many of the best-known myths about how to make money" Professor Laurence Copeland, Cardiff Business School

"This wise little book takes the reader on a journey into the mysterious caves of finance and investment, to discover the monsters and puppeteers who control the market and either make our money or lose it for us. By linking the current field of financial markets with the age old myths and philosophy of classical antiquity, Davidson helps us to see perennial patterns in human society, the opportunities for greed and manipulation, and the ways in which we in our small boats sail past hazards that tempt us on every side. These timeless truths are put to good use in charting the specific territory of the current financial seas. Catherine Osborne, Professor of Philosophy at the University of East Anglia

"It takes confidence to take on the market and put your money where your mouth is. And as *The Money Myth* makes clear, it is human emotions such as confidence that will in large part determine your fate. This book is engaging and well written, covering the basics of investing as well as some fascinating perspectives on the City. Anthony J. Evans, Associate Professor of Economics, ESCP Europe Business School

"I was delighted to read a business book which highlights the critical importance of risk management and the value of effective insurance. Airmic research shows that risk is an essential board agenda item and many of the most dramatic corporate failures over the last decade have been evidenced by poor risk oversight by the board. *The Money Myth* provides excellent insights into many of these essential management disciplines."

John Hurrell, CEO, Airmic

"This shrewd handbook reveals how regulation and compliance, among other things, can drive share prices as well as City behaviour, and how you should take account of such factors as an investor." Joanna Page partner, head of the corporate and commercial litigation group, Allen Overy

"Alexander Davidson opens his new book with a 'Wealth Warning' but at least there is no call to issue a health warning - this is no rogue trader's manifesto but a soberly argued guide to the labyrinthine maze that is today's globalised world of investment opportunities. His text is moreover enlivened and enlightened unusually by references to Classical myths, such as that of Er at the end of Plato's Republic. These are not mere window-dressing. His occasional use of ancient mythology is intended to illuminate the workings of human nature, as expressed in financial markets."

Paul Cartledge, A.G. Leventis Professor of Greek Culture, Cambridge University, and Honorary PhD (Economics), University of Thessaly, Greece

"Recent history has shown us how easily reputations can be damaged. Technological advancement poses enormous opportunity for growth but also introduces reputational risks. It was great to see Alexander Davidson cover these important dimensions and his book will help investors who want to understand the potential impact of risk management practices, for better and for worse, on their shares and other savings."

Ryan Rubin, UK security and privacy director, Protiviti

"Providing a somewhat grim but honest image of the underside of the City, Davidson arms his readers with a wealth of knowledge, gained through personal experience, as they look to take their first steps into the world of investing."

UK Analyst.com

From the Back Cover

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Tony Levene, personal investment author, journalist and scambuster

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Jane Wilson, CEO, Chartered Institute of Public Relations

"Succinct, up to the minute, and well focused on the current market and the issues which trouble everyone in the market, including investors."

Joanna Page, Partner, Litigation, Allen Overy

"This wise little book takes the reader on a journey into the mysterious caves of finance and investment, to discover the monsters and puppeteers who control the market."

Catherine Osborne, Professor of Philosophy at the University of East Anglia

Financial markets use persuasion, propaganda and salesmanship to survive. They smooth over weaknesses and highlight their strengths to seduce us into parting with our money. Investment products wrapped in euphemism and sold with hyperbole will often hide complexity and unclear risk. As an investor, you can't hope to change what goes on behind the scenes, but you can learn how to ask the right questions and see

through the sales jargon. The Money Myth shows you how to take control of your investments. About the Author Alexander Davidson is a senior editor at Complinet, a Thomson Reuters company which specialises in financial services regulation, City practices and regulatory compliance. He's also the author of a number of successful books, all published by Kogan Page, these include: How to Understand the Financial Pages: A Guide to Money and the Jargon, a Times Guide 2nd edition and How to Win in a Volatile Stockmarket; Investment Bargain Hunting - The Definitive Guide.