
Triumph Of The Optimists

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Triumph of the Optimists

101 Years of Global Investment Returns *Princeton University*

Press

Investors have too often extrapolated from recent experience. In the 1950s, who but the most rampant optimist would have dreamt that over the next fifty years the real return on equities would be 9% per year? Yet this is what happened in the U.S. stock market. The optimists triumphed. However, as Don Marquis observed, an optimist is someone who never had much experience. The authors of this book extend our experience across regions and across time. They present a comprehensive and consistent analysis of investment returns for equities, bonds, bills, currencies and inflation, spanning sixteen countries, from the end of the nineteenth century to the beginning of the twenty-first. This is achieved in a clear and simple way, with over 130 color diagrams that make comparison easy. Crucially, the authors analyze total returns, including reinvested income. They show that some historical indexes overstate long-term performance because they are contaminated by survivorship bias and that long-term stock returns are in most countries seriously overestimated, due to a focus on periods that with hindsight are known to have been successful. The book also provides the first comprehensive evidence on the long-term equity risk premium--the reward for bearing the risk of common stocks. The authors reveal whether the United States and United Kingdom have had unusually high stock market returns compared to other countries. The book covers the U.S., the U.K., Japan, France, Germany, Canada, Italy, Spain, Switzerland, Australia, the Netherlands, Sweden, Belgium, Ireland, Denmark, and South Africa. *Triumph of the Optimists* is required reading for investment professionals, financial economists, and investors. It will be the definitive

reference in the field and consulted for years to come.

Financial Market History: Reflections on the Past for Investors Today

CFA Institute Research Foundation

Since the 2008 financial crisis, a resurgence of interest in economic and financial history has occurred among investment professionals. This book discusses some of the lessons drawn from the past that may help practitioners when thinking about their portfolios. The book's editors, David Chambers and Elroy Dimson, are the academic leaders of the Newton Centre for Endowment Asset Management at the University of Cambridge in the United Kingdom.

The Daily Show (The Book)

An Oral History as Told by Jon Stewart, the Correspondents, Staff and Guests *Grand Central Publishing*

NEW YORK TIMES BESTSELLER The complete, uncensored history of the award-winning *The Daily Show* with Jon Stewart, as told by its correspondents, writers, and host. For almost seventeen years, *The Daily Show* with Jon Stewart brilliantly redefined the borders between television comedy, political satire, and opinionated news coverage. It launched the careers of some of today's most significant comedians, highlighted the hypocrisies of the powerful, and garnered 23 Emmys. Now the show's behind-the-scenes gags, controversies, and camaraderie will be chronicled by the players themselves, from legendary host Jon

Stewart to the star cast members and writers—including Samantha Bee, Stephen Colbert, John Oliver, and Steve Carell - plus some of The Daily Show's most prominent guests and adversaries: John and Cindy McCain, Glenn Beck, Tucker Carlson, and many more. This oral history takes the reader behind the curtain for all the show's highlights, from its origins as Comedy Central's underdog late-night program to Trevor Noah's succession, rising from a scrappy jester in the 24-hour political news cycle to become part of the beating heart of politics—a trusted source for not only comedy but also commentary, with a reputation for calling bullshit and an ability to effect real change in the world. Through years of incisive election coverage, passionate debates with President Obama and Hillary Clinton, feuds with Bill O'Reilly and Fox, and provocative takes on Wall Street and racism, The Daily Show has been a cultural touchstone. Now, for the first time, the people behind the show's seminal moments come together to share their memories of the last-minute rewrites, improvisations, pranks, romances, blow-ups, and moments of Zen both on and off the set of one of America's most groundbreaking shows.

In Pursuit of the Perfect Portfolio

The Stories, Voices, and Key Insights of the Pioneers Who Shaped the Way We Invest *Princeton University Press*

How the greatest thinkers in finance changed the field and how their wisdom can help investors today Is there an ideal portfolio of investment assets, one that perfectly balances risk and reward? In Pursuit of the Perfect Portfolio examines this question by profiling and interviewing ten of the most prominent figures in

the finance world—Jack Bogle, Charley Ellis, Gene Fama, Marty Leibowitz, Harry Markowitz, Bob Merton, Myron Scholes, Bill Sharpe, Bob Shiller, and Jeremy Siegel. We learn about the personal and intellectual journeys of these luminaries—which include six Nobel Laureates and a trailblazer in mutual funds—and their most innovative contributions. In the process, we come to understand how the science of modern investing came to be. Each of these finance greats discusses their idea of a perfect portfolio, offering invaluable insights to today's investors. Inspiring such monikers as the Bond Guru, Wall Street's Wisest Man, and the Wizard of Wharton, these pioneers of investment management provide candid perspectives, both expected and surprising, on a vast array of investment topics—effective diversification, passive versus active investment, security selection and market timing, foreign versus domestic investments, derivative securities, nontraditional assets, irrational investing, and so much more. While the perfect portfolio is ultimately a moving target based on individual age and stage in life, market conditions, and short- and long-term goals, the fundamental principles for success remain constant. Aimed at novice and professional investors alike, In Pursuit of the Perfect Portfolio is a compendium of financial wisdom that no market enthusiast will want to be without.

The Jaguar Smile

A Nicaraguan Journey *Random House*

"I did not go to Nicaragua intending to write a book, or, indeed, to write at all: but my encounter with the place affected me so

deeply that in the end I had no choice.” So notes Salman Rushdie in his first work of nonfiction, a book as imaginative and meaningful as his acclaimed novels. In *The Jaguar Smile*, Rushdie paints a brilliantly sharp and haunting portrait of the people, the politics, the terrain, and the poetry of “a country in which the ancient, opposing forces of creation and destruction were in violent collision.” Recounting his travels there in 1986, in the midst of America’s behind-the-scenes war against the Sandinistas, Rushdie reveals a nation resounding to the clashes between government and individuals, history and morality.

The Optimist's Guide to History

The classic look at the past with a very jaundiced eye -- now with even more disheartening facts! The original "irreverent jaunt through the catastrophes, cataclysms and outrages that shaped our world" has sold more than 73,000 copies. This updated edition takes us from the Big Bang (it was an explosion, after all) to the turn of the millennium, with more than 10,000 new words and 100 new entries that chronicle the disasters, bad decisions, and downright evil events that have taken place since September 1991 (the last entry in the first book). With a light but informative tone and a handy timeline of events, this is addictively friendly fare for those who want a different -- some might argue more intriguing -- view of history.

Patient Capital

The Challenges and Promises of Long-Term Investing
Princeton University Press

How to overcome barriers to the long-term investments that are essential for solving the world’s biggest problems There has never been a greater need for long-term investments to tackle the world’s most difficult problems, such as climate change, human health, and decaying infrastructure. And it is increasingly unlikely that the public sector will be willing or able to fill this gap. If these critical needs are to be met, the major pools of long-term, patient capital—including pensions, sovereign wealth funds, university endowments, and wealthy individuals and families—will have to play a large role. In this accessible and authoritative account of long-term capital investment, two leading experts on the subject, Victoria Ivashina and Josh Lerner, highlight the significant hurdles facing long-term investors and propose concrete ways to overcome these difficulties.

Angry Optimist

The Life and Times of Jon Stewart *Macmillan*

A New York Times Bestseller Since his arrival at *The Daily Show* in 1999, Jon Stewart has become one of the major players in comedy as well as one of the most significant liberal voices in the media. In *Angry Optimist*, biographer Lisa Rogak charts his unlikely rise to stardom. She follows him from his early days growing up in New Jersey, through his years as a struggling standup comic in New York, and on to the short-lived but acclaimed *The Jon Stewart Show*. And she charts his humbling string of near-misses—passed over as a replacement for shows hosted by Conan O'Brien, Tom Snyder, and even the fictional Larry Sanders—before landing on a half-hour comedy show that

at the time was still finding its footing amidst roiling internal drama. Once there, Stewart transformed *The Daily Show* into one of the most influential news programs on television today. Drawing on interviews with current and former colleagues, Rogak reveals how things work—and sometimes don't work—behind the scenes at *The Daily Show*, led by Jon Stewart, a comedian who has come to wield incredible power in American politics.

Smarter Stock Picking

Using Strategies from the Professionals to Improve Your Returns *Ft Press*

Over the long term, stocks and shares have proven themselves to be one of the best investments available. Despite some risks, they beat both bonds and cash. But what's the most effective way to ensure that you're using the best strategies to buy the best shares? Using proven research-based studies, *Smarter Stock Picking* walks you through each screening technique and shows you how to deploy key strategies that will help you successfully pick the right stocks so that you can get the right returns.

The Optimist

A Case for the Fly Fishing Life *Simon and Schuster*

An “excellent” (*The New York Times*) modern tribute to an ageless pastime, and a practical guide to the art, philosophy, and rituals of fly fishing, by an expert, lifelong angler. In *The Optimist*, David Coggins makes a case for the skills and sensibility of an enduring sport and shares the secrets, frustrations, and triumphs

of the great tradition of fly fishing, which has captivated anglers worldwide. Written in wry, wise, and keenly observed prose, each chapter focuses on a specific place, fish, and skill. Few individuals, for example, have the visual acuity required to catch the nearly invisible bonefish of the Bahamas flats. Or the patience to land the elusive Atlantic salmon, “the fish of a thousand casts,” in eastern Canada. Pursuing these challenges, Coggins, “a confirmed obsessive,” travels to one fishing paradise after another, including the great rivers of Patagonia, private chalk streams in England, remote ponds in Maine, and New York City’s Jamaica Bay. In each setting, he chronicles his fortunes and misfortunes with honesty and humor while meditating on how fishing teaches focus, inner stillness, and a connection to the natural world. Perfect for the novice, the enthusiastic amateur, and the devoted angler alike, *The Optimist* offers a practical path to enlightenment while providing “a rueful, thoughtful, and very funny examination of an elegant obsession” (Jay McInerney).

The Secrets of Happy Families

Eight Keys to Building a Lifetime of Connection and Contentment *John Wiley and Sons*

Proven ways to create a more loving family Research proves that happy families are good for health, longevity, peace of mind, productivity, and success. In *The Secrets of Happy Families*, Scott Haltzman offers an original approach to building family contentment that works for families of all ethnicities and make-ups—two-parent, single-parent, blended, childless, or same-sex couple. He provides a “positive psychology” way of solving family

problems through strategy and leadership, including knowing and accepting who you are, taking a leadership role in loving and united relationships, building a network of support in extended families and communities, and making quality time for fun, adventures, holidays, and rituals.

The Case for Optimism

The Optimists' Voices *Createspace Independent Publishing Platform*

This is a book to inspire and strengthen your optimism. Helen Clark, former New Zealand Prime Minister and Administrator of the United Nations Development Programme says, "Good things happen when good people get together in common cause. More than 200 people have shared their wisdom and insights in this book 'The Case for Optimism: The Optimists' Voices.' Their views are fresh and sparkle off the pages." In "The Case for Optimism: The Optimists' Voices", 200 leaders share new and inspiring quotes, comments and affirmations to bring optimism to life and help guide you to greater optimism. At its simplest, optimism is a general expectation that good things will happen. According to recent Harvard health research, optimism may help you live longer. Optimism may also help you function better as a leader. Most of us are sick of turning on the news or opening a newspaper and being assailed with stories of disaster, mayhem and 24/7 criticism of our leaders. Victor Perton has written the "The Case for Optimism: The Optimists' Voices" to give voice to our yearning for a positive approach to leadership and life. Some quotes from the book: Steve Wozniak aka "The Woz", Co-founder,

Apple Computer "H = S - F. Happiness = Smiles - Frowns. Find ways to smile and enjoy life, but don't frown. Don't argue. Don't let small things get to you. Just figure out the best path to move forward constructively. When you see pessimists, be glad that you are better with your optimism. Spread this thinking about optimism to young people. After about age 23 your personality is settled and you can't change it just with logical reasoning." Andrew Liveris, Chairman and CEO, The Dow Chemical Company: "In many cases, globalization and capitalism has been a force for good. At the same time, a substantial part of humanity has been left behind by growth that has been uneven and inequitable, creating a global environment marked by anger, violence, inequality, and divisiveness. Despite all of this, I remain as optimistic as ever. Today's world is abundant with opportunity to collaborate in new ways, creating positive change and solutions that protect the planet and provide hope to millions of people who feel that the world has forgotten them." Mick Farrell, CEO of Resmed: "Optimism is the triumph of hope over fear, of truth over deception, but it must be grounded in reality. Optimism without realism is just a dream; hope alone is not a strategy. Detailed planning of scenarios, laying out of plans towards an ambitious goal, and then inspiring a team to climb that hill together with passion and a mission greater than oneself - that combination is a sure path to success." Paul Polman, CEO of Unilever: "The future lies in the hands of the younger generation and that gives me huge cause for optimism. Wherever I go in the world, the young people I meet are engaged with the issues and challenges we face and focussed on finding solutions. Above all, they are driven by a deep sense of purpose. They may only

represent 50% of today, but fortunately young people are 100% of tomorrow, and that is reason to celebrate". Chairman of the Royal Flying Doctor Service Denis Henry: "Optimism about the future and about the essential goodness in the majority of your community and workforce is the fuel for the certainty and commitment a leader needs." Professor Jane Burns: "People talk about tenacity and resilience and strength of character but it is optimism that drives behavior when on some days it would be easier to say "stop - I give up, it's too hard. Optimism is believing in the impossible and then taking the steps to make it possible." World Economic Forum's Bertrand Badier: "Leadership must appropriately combine a harsh sense of reality with a dose of contagious optimism. It is about looking forward past the obstacles. Yes we can!"

Engines That Move Markets

Technology Investing from Railroads to the Internet and Beyond *John Wiley & Sons*

A comprehensive history of market-shaping industries and their impact on how we invest today. This engaging book highlights the history of industrial development and its impact on investors. Today's investors will learn about past approaches to technological advances such as electricity, the railroad, the telephone, the computer, and much more-while gaining insights on how to appraise the "new technology" companies of the future. This complete and well researched history of industries and investing wouldn't be complete without a look at: how Thomas Edison lost control of his company, the impact of the

Standard Oil breakup, the early days of the wireless industry, and the changing face of the computer industry today. Investors looking for industry-shaping investments will undoubtedly use *Engines That Move Markets* as their guide.

The Enforcement of Morals *Amagi*

Are morals always relative? Are private actions--among consenting adults--always beyond the law? Or are there some behaviors which so weaken a society that common beliefs about right and wrong must be enforced to protect the common good? In opposing the decriminalization of private acts of homosexuality in Britain, Patrick Devlin maintained that not only is it reasonable to allow popular morality to influence lawmaking, it is imperative: ". . . For a society is not something that is kept together physically; it is held by the invisible bonds of common thought." Some sidestep this controversial issue by asserting that the law should not be used to enforce any morality. Others invoke John Stuart Mill's doctrine that the only purpose for laws governing any member of society is to prevent harm to others, chiefly physical harm. But, Devlin argued, while breaches of shared morality do not cause harm to other individuals in the way that murder and assault do, they do harm society by undermining its moral structure. Patrick Devlin (1905-1992) studied history and law at Cambridge University and became a successful lawyer.

Stocks for the Long Run, 4th Edition

The Definitive Guide to Financial Market Returns & Long Term Investment Strategies *McGraw Hill Professional*

Stocks for the Long Run set a precedent as the most complete and irrefutable case for stock market investment ever written. Now, this bible for long-term investing continues its tradition with a fourth edition featuring updated, revised, and new material that will keep you competitive in the global market and up-to-date on the latest index instruments. Wharton School professor Jeremy Siegel provides a potent mix of new evidence, research, and analysis supporting his key strategies for amassing a solid portfolio with enhanced returns and reduced risk. In a seamless narrative that incorporates the historical record of the markets with the realities of today's investing environment, the fourth edition features: A new chapter on globalization that documents how the emerging world will soon overtake the developed world and how it impacts the global economy An extended chapter on indexing that includes fundamentally weighted indexes, which have historically offered better returns and lower volatility than their capitalization-weighted counterparts Insightful analysis on what moves the market and how little we know about the sources of big market changes A sobering look at behavioral finance and the psychological factors that can lead investors to make irrational investment decisions A major highlight of this new edition of Stocks for the Long Run is the chapter on global investing. With the U.S. stock market currently holding less than half of the world's equity capitalization, it's important for investors to diversify abroad. This updated edition shows you how to create an "efficient portfolio" that best balances asset allocation in domestic and foreign markets and provides thorough coverage on sector allocation across the globe. Stocks for the Long Run is essential reading for every investor and advisor who

wants to fully understand the market-including its behavior, past trends, and future influences-in order to develop a prosperous long-term portfolio that is both safe and secure.

The Education of a Speculator *John Wiley & Sons*

Acclaim for The Education of a Speculator, a provocative and penetrating look into the mind, the soul, and the strategies of one of the most controversial traders of all time "A compelling and an entertaining read." -The Wall Street Journal "Victor Niederhoffer gives us page after page of distilled investment wisdom. Taken together, this is pure nectar to those who aim for consistently superior stock market performance." -Barron's "The Education of a Speculator offers plenty of insights into the way markets work, but the epiphanies are what a reader might expect from Lao-tzu rather than, say, Graham and Dodd." -Worth magazine "The Education of a Speculator is the first meaningful book on speculating. Successful speculating is as fine an art as chess, checkers, fishing, poker, tennis, painting, and music. Niederhoffer brings forth the best from each of these fields and shows the investor how their principles can enrich one's life and net worth." -Martin Edelston, President, Boardroom Inc., publishers of Boardroom Classics and Bottom Line/Personal "With an original mind and an eclectic approach, Victor Niederhoffer takes the reader from Brighton Beach to Wall Street, visiting all stops of interest along the way. What emerges is a book full of insights, useful to the professional and layman alike." -George Soros, Principal Investment Advisor, The Quantum Fund

The Art of Possibility *Harvard Business Press*

An updated edition outlines 12 strategies for discovering creative approaches to goal fulfillment, combining the insights of a Boston Philharmonic conductor and a relationship psychotherapist while sharing inspirational stories, parables and anecdotes.

Endowment Asset Management

Investment Strategies in Oxford and Cambridge *Oxford University Press on Demand*

This unique study focuses on how the endowment assets of Oxford and Cambridge colleges are invested. Despite their shared missions, each interprets its investment objective differently, often resulting in remarkably dissimilar strategies. This thought provoking study provides new insights for all investors with a long-term investment horizon.

Radical Markets

Uprooting Capitalism and Democracy for a Just Society *Princeton University Press*

Revolutionary ideas on how to use markets to bring about fairness and prosperity for all. Many blame today's economic inequality, stagnation, and political instability on the free market. The solution is to rein in the market, right? Radical Markets turns this thinking—and pretty much all conventional thinking about markets, both for and against—on its head. The book reveals bold new ways to organize markets for the good of everyone. It shows how the emancipatory force of genuinely open, free, and competitive markets can reawaken the dormant nineteenth-

century spirit of liberal reform and lead to greater equality, prosperity, and cooperation. Eric Posner and Glen Weyl demonstrate why private property is inherently monopolistic, and how we would all be better off if private ownership were converted into a public auction for public benefit. They show how the principle of one person, one vote inhibits democracy, suggesting instead an ingenious way for voters to effectively influence the issues that matter most to them. They argue that every citizen of a host country should benefit from immigration—not just migrants and their capitalist employers. They propose leveraging antitrust laws to liberate markets from the grip of institutional investors and creating a data labor movement to force digital monopolies to compensate people for their electronic data. Only by radically expanding the scope of markets can we reduce inequality, restore robust economic growth, and resolve political conflicts. But to do that, we must replace our most sacred institutions with truly free and open competition—Radical Markets shows how.

The Filter Bubble

How the New Personalized Web Is Changing What We Read and How We Think *Penguin*

An eye-opening account of how the hidden rise of personalization on the Internet is controlling—and limiting—the information we consume. In December 2009, Google began customizing its search results for each user. Instead of giving you the most broadly popular result, Google now tries to predict what you are most likely to click on. According to MoveOn.org board president

Eli Pariser, Google's change in policy is symptomatic of the most significant shift to take place on the Web in recent years-the rise of personalization. In this groundbreaking investigation of the new hidden Web, Pariser uncovers how this growing trend threatens to control how we consume and share information as a society-and reveals what we can do about it. Though the phenomenon has gone largely undetected until now, personalized filters are sweeping the Web, creating individual universes of information for each of us. Facebook-the primary news source for an increasing number of Americans-prioritizes the links it believes will appeal to you so that if you are a liberal, you can expect to see only progressive links. Even an old-media bastion like The Washington Post devotes the top of its home page to a news feed with the links your Facebook friends are sharing. Behind the scenes a burgeoning industry of data companies is tracking your personal information to sell to advertisers, from your political leanings to the color you painted your living room to the hiking boots you just browsed on Zappos. In a personalized world, we will increasingly be typed and fed only news that is pleasant, familiar, and confirms our beliefs-and because these filters are invisible, we won't know what is being hidden from us. Our past interests will determine what we are exposed to in the future, leaving less room for the unexpected encounters that spark creativity, innovation, and the democratic exchange of ideas. While we all worry that the Internet is eroding privacy or shrinking our attention spans, Pariser uncovers a more pernicious and far-reaching trend on the Internet and shows how we can-and must-change course. With vivid detail and remarkable scope, The Filter Bubble reveals how personalization undermines the

Internet's original purpose as an open platform for the spread of ideas and could leave us all in an isolated, echoing world.

Advanced Modelling in Finance using Excel and VBA *John Wiley & Sons*

This new and unique book demonstrates that Excel and VBA can play an important role in the explanation and implementation of numerical methods across finance. Advanced Modelling in Finance provides a comprehensive look at equities, options on equities and options on bonds from the early 1950s to the late 1990s. The book adopts a step-by-step approach to understanding the more sophisticated aspects of Excel macros and VBA programming, showing how these programming techniques can be used to model and manipulate financial data, as applied to equities, bonds and options. The book is essential for financial practitioners who need to develop their financial modelling skill sets as there is an increase in the need to analyse and develop ever more complex 'what if' scenarios. Specifically applies Excel and VBA to the financial markets Packaged with a CD containing the software from the examples throughout the book Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

The Economist Guide to Investment Strategy (3rd Ed)

How to Understand Markets, Risk, Rewards, and Behaviour *The Economist*

The 4th Edition of this benchmark book updated to help both professional and casual investor achieve their goals. Supported

by numerous charts and detailed analysis, *The Economist Guide to Investment Strategy* outlines how to construct investment strategies appropriate for individual investors. It looks at the risks and opportunities of uncomplicated strategies and it comes with wealth-warnings for those who wish to explore more sophisticated and fashionable investment approaches. It emphasizes the importance of taking into account insights from behavioral analysis as well as the principles of traditional finance. It highlights how habitual patterns of decision-making can lead any of us into costly mistakes, and it stresses how markets are most dangerous when they appear to be most rewarding.

Project: Happily Ever After

Saving Your Marriage When the Fairytale Falters *Hachette UK*

What do you do when your marriage is so unhappy that you begin to fantasize about your husband's funeral? That's how bad it got for Alisa Bowman. . . So she launched a last-ditch effort to save her marriage. *Project: Happily Ever After* is her fearlessly honest and humorous account of how she went from being a "divorce daydreamer" to renewing her wedding vows -- and all of the steps in between. From bikini waxes to erotica, romance instruction manuals to second honeymoons, the silent treatment to power struggles, she goes where many marriage-improvement gurus have feared to tread. Equal parts funny, poignant, and most importantly, useful, Bowman's story will give other miserably-married folks courage and hope. And in addition to telling her own story, she packs straightforward prescriptive

guidance, including a "10-Step Marital Improvement Guide." Readers will laugh. They'll cry. And they can start on the road toward their own happy ending!

Bubbleology

The Amazing Science of Stock Market Bubbles *Currency*

There are only two types of stocks: those safe from bubbles and those that are not. This is a fact of investing many discovered as they saw their fabulous gains whittled away by the extreme calamity of the Internet sector. But what about the future? Is there a way for investors to capture the enormous potential for profit that exists at the frontier of the economy, the place where innovation and genius operate, without placing their fortunes in jeopardy? Is there a way to evaluate price increases—and declines—and identify whether they are happening for good or bad reasons? *Bubbleology* makes it possible to separate the winners from the losers. It is a brilliant, practical, and original analysis of the stock market that bashes the conventional wisdom about bubbles, showing that such famous examples as Tulipomania were not, in fact, bubbles at all. *Bubbleology* shows that the traditional way of evaluating risk—equating it with volatility—is inherently flawed and incomplete. If a stock fluctuates a lot in price it is regarded as risky. If the price is stable, then it is not. What this simplistic way of thinking leaves out is the simple fact that companies trying something completely new that may fundamentally alter the economic landscape are operating at the frontier. The stock of such a company swims in a sea of ambiguity, its circumstances

uncertain, since there is little to provide guidance about the future. But when nobody knows for sure what will happen, pundits tell us again about Tulipomania, the South Seas Bubble, and now the debacle of the Internet to scare investors away from potentially enormous profits. To realize those profits, however, investors have to understand the role that uncertainty and ambiguity—the absence of reliable information about future events—play in the modern stock market. Those who equate ambiguity with bubbles will miss the great opportunities of the future. Bubbleology provides a new way to observe what is really going on in the market, enabling you to understand whether a stock or a sector is suspicious—whether it is in a bubble and therefore something to be avoided. Finding bubbles requires knowing where to look and what to look for. Bubbleology will help you avoid both streaming into speculative manias and shying away from perfectly good business opportunities. It tells you why you need to avoid both pontificating pundits and overconfident stock analysts. With this unique and forward-thinking book, you can inspect suspicious stocks, accurately discern risk, and diagnose a blossoming bubble before it vanishes along with your money.

One Up On Wall Street

How To Use What You Already Know To Make Money In The Market *Simon and Schuster*

The manager of a top investment fund discusses how individuals can make a killing in the market through research and investment techniques that confound conventional market

wisdom.

The Optimist's Telescope

Thinking Ahead in a Reckless Age *Penguin*

Named a Best Book of 2019 by NPR “How might we mitigate losses caused by shortsightedness? Bina Venkataraman, a former climate adviser to the Obama administration, brings a storyteller’s eye to this question. . . . She is also deeply informed about the relevant science.” —The New York Times Book Review A trailblazing exploration of how we can plan better for the future: our own, our families’, and our society’s. Instant gratification is the norm today—in our lives, our culture, our economy, and our politics. Many of us have forgotten (if we ever learned) how to make smart decisions for the long run. Whether it comes to our finances, our health, our communities, or our planet, it’s easy to avoid thinking ahead. The consequences of this immediacy are stark: Deadly outbreaks spread because leaders failed to act on early warning signs. Companies that fail to invest stagnate and fall behind. Hurricanes and wildfires turn deadly for communities that could have taken more precaution. Today more than ever, all of us need to know how we can make better long-term decisions in our lives, businesses, and society. Bina Venkataraman sees the way forward. A journalist and former adviser in the Obama White House, she helped communities and businesses prepare for climate change, and she learned firsthand why people don’t think ahead—and what can be done to change that. In *The Optimist’s Telescope*, she draws from stories she has reported around the world and new research in biology,

psychology, and economics to explain how we can make decisions that benefit us over time. With examples from ancient Pompeii to modern-day Fukushima, she dispels the myth that human nature is impossibly reckless and highlights the surprising practices each of us can adopt in our own lives—and the ones we must fight for as a society. The result is a book brimming with the ideas and insights all of us need in order to forge a better future.

Trading at the Speed of Light

How Ultrafast Algorithms Are Transforming Financial Markets *Princeton University Press*

A remarkable look at how the growth, technology, and politics of high-frequency trading have altered global financial markets. In today's financial markets, trading floors on which brokers buy and sell shares face-to-face have increasingly been replaced by lightning-fast electronic systems that use algorithms to execute astounding volumes of transactions. *Trading at the Speed of Light* tells the story of this epic transformation. Donald MacKenzie shows how in the 1990s, in what were then the disreputable margins of the US financial system, a new approach to trading—automated high-frequency trading or HFT—began and then spread throughout the world. HFT has brought new efficiency to global trading, but has also created an unrelenting race for speed, leading to a systematic, subterranean battle among HFT algorithms. In HFT, time is measured in nanoseconds (billionths of a second), and in a nanosecond the fastest possible signal—light in a vacuum—can travel only thirty centimeters, or roughly a foot. That makes HFT exquisitely sensitive to the length

and transmission capacity of the cables connecting computer servers to the exchanges' systems and to the location of the microwave towers that carry signals between computer datacenters. Drawing from more than 300 interviews with high-frequency traders, the people who supply them with technological and communication capabilities, exchange staff, regulators, and many others, MacKenzie reveals the extraordinary efforts expended to speed up every aspect of trading. He looks at how in some markets big banks have fought off the challenge from HFT firms, and how exchanges sometimes engineer technical systems to favor certain types of algorithms over others. Focusing on the material, political, and economic characteristics of high-frequency trading, *Trading at the Speed of Light* offers a unique glimpse into its influence on global finance and where it could lead us in the future.

Risk-Return Analysis: The Theory and Practice of Rational Investing (Volume One) *McGraw Hill Professional*

The Nobel Prize-winning Father of Modern Portfolio Theory reintroduces his theories for the current world of investing. Legendary economist Harry M. Markowitz provides the insight and methods you need to build a portfolio that generates strong returns for the long run. In *Risk-Return Analysis*, Markowitz corrects common misunderstandings about Modern Portfolio Theory (MPT) to help advanced financial practitioners dramatically improve their decision making. In this first volume of a groundbreaking four-part series sure to draw the attention of anyone interested in MPT, Markowitz provides the criteria necessary for judging among risk-measures; surveys a half-

century of literature (nearly all of which has been ignored by textbooks) on the applicability of MPT; and presents an empirical study of which functions of mean and some risk-measure is best for those who seek to maximize return in the long run. Harry M. Markowitz is a Nobel Laureate and the father of Modern Portfolio Theory.

Optimism

An Essay *New York : T.Y. Crowell*

Helen Keller closed this essay, concerning the practice of optimism by stating that "to bear this faith above every tempest which overflows it, and to make it a principle in disaster and through affliction. Optimism is the harmony between man's spirit and the spirit of God pronouncing His works good."

This Time Is Different

Eight Centuries of Financial Folly *Princeton University Press*

Examines financial crises of the past and discusses similarities between these events and the current crisis, presenting and comparing historical patterns in bank failures, inflation, debt, currency, housing, employment, and government spending.

Poetic Treasures *Dorrance Publishing*

The Last Cowboys: A Pioneer Family in the New West *W. Norton & Company*

"A can't-put-it-down modern Western." —Kirk Siegler, NPR

Longlisted for the PEN/ESPN Award for Literary Sports Writing The Last Cowboys is Pulitzer Prize-winning reporter John Branch's epic tale of one American family struggling to hold on to the fading vestiges of the Old West. For generations, the Wrights of southern Utah have raised cattle and world-champion saddle-bronc riders—many call them the most successful rodeo family in history. Now they find themselves fighting to save their land and livelihood as the West is transformed by urbanization, battered by drought, and rearranged by public-land disputes. Could rodeo, of all things, be the answer? Written with great lyricism and filled with vivid scenes of heartache and broken bones, The Last Cowboys is a powerful testament to the grit and integrity that fuel the American Dream.

Machine Learning in Asset Pricing *Princeton University Press*

A groundbreaking, authoritative introduction to how machine learning can be applied to asset pricing Investors in financial markets are faced with an abundance of potentially value-relevant information from a wide variety of different sources. In such data-rich, high-dimensional environments, techniques from the rapidly advancing field of machine learning (ML) are well-suited for solving prediction problems. Accordingly, ML methods are quickly becoming part of the toolkit in asset pricing research and quantitative investing. In this book, Stefan Nagel examines the promises and challenges of ML applications in asset pricing. Asset pricing problems are substantially different from the settings for which ML tools were developed originally. To realize the potential of ML methods, they must be adapted for the specific conditions in asset pricing applications. Economic

considerations, such as portfolio optimization, absence of near arbitrage, and investor learning can guide the selection and modification of ML tools. Beginning with a brief survey of basic supervised ML methods, Nagel then discusses the application of these techniques in empirical research in asset pricing and shows how they promise to advance the theoretical modeling of financial markets. *Machine Learning in Asset Pricing* presents the exciting possibilities of using cutting-edge methods in research on financial asset valuation.

The Anxious Triumph

A Global History of Capitalism, 1860-1914 *Penguin UK*

'A magnum opus, an accessible and genuinely global history ... This is a book for today and tomorrow' *Financial Times* Capitalist enterprise has existed in some form since ancient times, but the globalization and dominance of capitalism as a system began in the 1860s when, in different forms and supported by different political forces, states all over the world developed their modern political frameworks: the unifications of Italy and Germany, the establishment of a republic in France, the elimination of slavery in the American south, the Meiji Restoration in Japan, the emancipation of the serfs in Tsarist Russia. This book magnificently explores how, after the upheavals of industrialisation, a truly global capitalism followed. For the first time in the history of humanity, there was a social system able to provide a high level of consumption for the majority of those who lived within its bounds. Today, capitalism dominates the world. With wide-ranging scholarship, Donald Sassoon analyses the

impact of capitalism on the histories of many different states, and how it creates winners and losers by constantly innovating. This chronic instability, he writes, 'is the foundation of its advance, not a fault in the system or an incidental by-product'. And it is this instability, this constant churn, which produces the anxious triumph of his title. To control or alleviate such anxieties it was necessary to create a national community, if necessary with colonial adventures, to develop a welfare state, to intervene in the market economy, and to protect it from foreign competition. Capitalists needed a state to discipline them, to nurture them, and to sacrifice a few to save the rest: a state overseeing the war of all against all. Vigorous, argumentative, surprising and constantly stimulating, *The Anxious Triumph* gives a fresh perspective on all these questions and on its era. It is a masterpiece by one of Britain's most engaging and wide-ranging historians.

Under Western Skies

Visionary Gardens from the Rocky Mountains to the Pacific Coast *Timber Press*

"Atkinson and Jewell invite each of us to reimagine one's connection to the land while cultivating nature close to home. A must-read for anyone searching for inspired solutions for designing or refining a garden." —Emily Murphy, founder of Pass the Pistil From windswept deserts to misty seaside hills and verdant valleys, the natural landscapes of the American West offer an astounding variety of climates for gardens. *Under Western Skies* reveals thirty-six of the most innovative

designs—all embracing and celebrating the very soul of the land on which they grow. For the gardeners featured here, nature is the ultimate inspiration rather than something to be dominated, and *Under Western Skies* shows the strong connection each garden has with its place. Packed with Atkinson's stunning photographs and illuminated by Jewell's deep interest in the relationships between people and the spaces they inhabit, *Under Western Skies* offers page after page of encouraging ingenuity and inventive design for passionate gardeners who call the West home.

Promised Land

How the Rise of the Middle Class Transformed America, 1929-1968 *Simon and Schuster*

"A timely work of groundbreaking history explains how the American middle class ballooned at mid-century until it dominated the nation, showing who benefited and what brought the expansion to an end"--

Practical Speculation *John Wiley & Sons*

The follow-up to Victor Niederhoffer's critically and commercially acclaimed book *The Education of a Speculator* has finally arrived. *Practical Speculation* continues the story of a true market legend who ran a hugely successful futures trading firm that had annual returns of over thirty percent until unforeseen losses forced him to close operations. Like a phoenix rising from the ashes, Niederhoffer returned to the world of trading stocks, futures, and options, with a new colleague and a new approach and found

success. Order your copy of this compelling story of risk and survival today.

The Rational Optimist

How Prosperity Evolves *Harper Collins*

"A delightful and fascinating book filled with insight and wit, which will make you think twice and cheer up." — Steven Pinker
In a bold and provocative interpretation of economic history, Matt Ridley, the New York Times-bestselling author of *Genome* and *The Red Queen*, makes the case for an economics of hope, arguing that the benefits of commerce, technology, innovation, and change—what Ridley calls cultural evolution—will inevitably increase human prosperity. Fans of the works of Jared Diamond (*Guns, Germs, and Steel*), Niall Ferguson (*The Ascent of Money*), and Thomas Friedman (*The World Is Flat*) will find much to ponder and enjoy in *The Rational Optimist*. For two hundred years the pessimists have dominated public discourse, insisting that things will soon be getting much worse. But in fact, life is getting better—and at an accelerating rate. Food availability, income, and life span are up; disease, child mortality, and violence are down all across the globe. Africa is following Asia out of poverty; the Internet, the mobile phone, and container shipping are enriching people's lives as never before. An astute, refreshing, and revelatory work that covers the entire sweep of human history—from the Stone Age to the Internet—*The Rational Optimist* will change your way of thinking about the world for the better.

Common Value Auctions and the Winner's Curse *Princeton University Press*

An invaluable account of how auctions work—and how to make them work. Few forms of market exchange intrigue economists as do auctions, whose theoretical and practical implications are enormous. John Kagel and Dan Levin, complementing their own distinguished research with papers written with other specialists, provide a new focus on common value auctions and the "winner's curse." In such auctions the value of each item is about the same to all bidders, but different bidders have different information about the underlying value. Virtually all auctions have a common value element; among the burgeoning modern-day examples are those organized by Internet companies such as eBay. Winners end up cursing when they realize that they won because their estimates were overly optimistic, which led them to bid too much and lose money as a result. The authors first unveil a fresh

survey of experimental data on the winner's curse. Melding theory with the econometric analysis of field data, they assess the design of government auctions, such as the spectrum rights (air wave) auctions that continue to be conducted around the world. The remaining chapters gauge the impact on sellers' revenue of the type of auction used and of inside information, show how bidders learn to avoid the winner's curse, and present comparisons of sophisticated bidders with college sophomores, the usual guinea pigs used in laboratory experiments. Appendixes refine theoretical arguments and, in some cases, present entirely new data. This book is an invaluable, impeccably up-to-date resource on how auctions work--and how to make them work.

The millennium book II**101 years of investment returns**