



The most promising prospect for a return of business confidence now would be some kind of public inspiration.

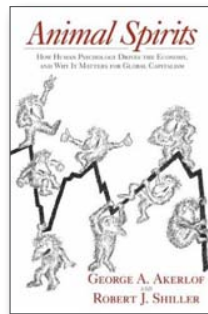
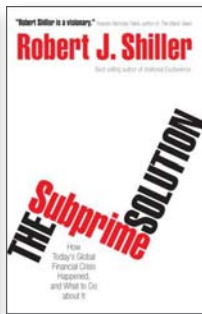
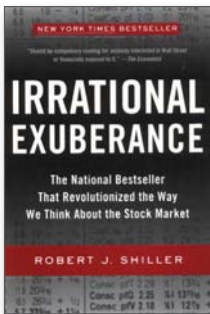


Robert Shiller

□ Extraordinary insight into crisis economics and the psychology of markets—predicted the collapse of the last two bubbles. Creative innovations in finance and risk management. □

One of the most respected political economists of our time. Author, *NYTimes* bestseller *Irrational Exuberance* (predicted the bubble collapse of 2000) and *The Subprime Solution* and, most recently, *Animal Spirits*. Creator of the Case-Shiller Index. A bold and successful innovator in behavioral finance.

Economics professor, Yale University.



Ahead of the Curve

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Highlights

One of the **most far-seeing political economists** of our time, Robert J. Shiller is known the world over for his brilliant **forecasts of financial bubbles** and his penetrating **insights into market dynamics** and how human **psychology drives the economy**.

He has offered audiences unerring predictions of the last two bubble collapses and he continues to offer a road map for reversing the **financial crisis** we face today.

In his current book *Animal Spirits: How Human Psychology Drives the Economy, and Why It Matters for Global Capitalism*, he and coauthor George Akerlof give fresh insights into how dangerous bubbles form and offer measures for preventing such crises in the future.

In his *New York Times* bestseller *Irrational Exuberance*, he called the dotcom bubble for what it was and predicted the bubble's collapse while everyone else was still cheering.

His more recent book, *The Subprime Solution*, proposes **bold measures to solve** the current crisis and the underlying economic weaknesses that made it possible.

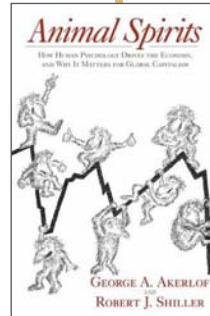
Robert is a famously **successful innovator** in the emerging field of behavioral finance. He co-created the **most widely quoted home price index** in the country (the S&P/Case-Shiller Index) and is the author of a book—*The New Financial Order*—that offers truly **creative and workable solutions** to some of our greatest financial problems.

He also **helped launch an active market** in house-price futures and options on the Chicago Mercantile Exchange.

Dr. Shiller is the Arthur M. Okun Professor of Economics at the Cowles Foundation for Research and Economics, Yale University, and Professor of Finance and fellow at the International Center for Finance, Yale School of Management. He has strong connections to the securities industry.

Animal Spirits

How Human Psychology Drives the Economy, and Why It Matters for Global Capitalism



Powerful psychological forces—what John Maynard Keynes called 'animal spirits'—are imperiling the wealth of nations today. In this book, George Akerlof and Robert Shiller challenge the economic wisdom that got us into this mess and put forward a bold new vision that will transform economics and restore prosperity.

Animal Spirits explains how fear and confidence, corruption and the other moods of the market affect the market's behavior, and how the conventional economics of the past have failed to account for them. More importantly, it offers a road map for reversing the financial misfortunes that beset us today.

● Credentials

- □ Arthur M. Okun Professor of Economics and faculty researcher, The Cowles Foundation for Research in Economics, Yale University
- □ Fellow, International Center for Finance, Yale School of Management
- □ Regular contributor, Economic View column *New York Times*
- □ Co-creator, S&P/Case-Shiller® Home Price Index
- □ Cofounder, MacroMarkets LLC
- □ Fellow, American Academy of Arts and Sciences
- □ Fellow, Econometric Society