



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

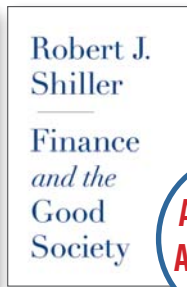
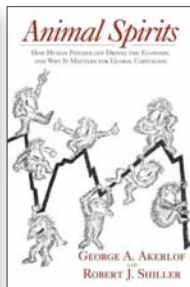
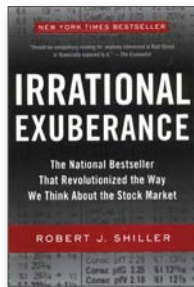


## Robert Shiller

□ 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.



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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 *New York Times* bestseller, *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.

Shiller's next book, *Finance and the Good Society* (April 2012), recognizes that in the aftermath of the 2008 financial crisis, the financial industry could hardly be worse. Shiller argues that, rather than condemning finance, we need to reclaim it for the common good. He makes a powerful case for recognizing that finance, far from being a parasite on society, is one of the most powerful tools we have for solving our common problems and increasing the general well-being.

In his 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 bestseller, *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.

He cofounded MacroMarkets LLC, which uses the Case-Shiller methodology to develop innovative financial instruments to facilitate investment and risk management.

He contributes regularly to the Economic View column of *The New York Times* and to *Project Syndicate*.

Robert J. Shiller  
*Finance and the Good Society*

## • 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

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