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Against the Gods

The Remarkable Story of Risk *John Wiley & Sons*

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lively panoramic book . . . Against the Gods sets up an ambitious premise and then delivers on it." —Business Week "Deserves to be, and surely will be, widely read." —The Economist "[A] challenging book, one that may change forever the way people think about the world." —Worth "No one else could have written a book of such central importance with so much charm and excitement." —Robert Heilbroner author, *The Worldly Philosophers* "With his wonderful knowledge of the history and current manifestations of risk, Peter Bernstein brings us *Against the Gods*. Nothing like it will come out of the financial world this year or ever. I speak carefully: no one should miss it." —John Kenneth Galbraith Professor of Economics Emeritus, Harvard University In this unique exploration of the role of risk in our society, Peter Bernstein argues that the notion of bringing risk under control is one of the central ideas that distinguishes modern times from the distant past. *Against the Gods* chronicles the remarkable intellectual adventure that liberated humanity from oracles and soothsayers by means of the powerful tools of risk management that are available to us today. "An extremely readable history of risk." —Barron's "Fascinating . . . this challenging volume will help you understand the uncertainties that every investor must face." —Money "A singular achievement." —Times Literary Supplement "There's a growing market for savants who can render the recondite intelligibly-witness Stephen Jay Gould (natural history), Oliver Sacks (disease), Richard Dawkins (heredity), James Gleick (physics), Paul Krugman (economics)-and Bernstein would mingle well in their company." —The Australian

Capital Ideas

The Improbable Origins of Modern Wall Street *John Wiley & Sons*

Capital Ideas traces the origins of modern Wall Street, from the pioneering work of early scholars and the development of new theories in risk, valuation, and investment returns, to the actual implementation of these theories in the real world of investment management. Bernstein brings to life a variety of brilliant academics who have contributed to modern investment theory over the years: Louis Bachelier, Harry Markowitz, William Sharpe, Fischer Black, Myron Scholes, Robert Merton, Franco Modigliani, and Merton Miller. Filled with in-depth insights and timeless advice, Capital Ideas reveals how the unique contributions of these talented individuals profoundly changed the practice of investment management as we know it today.

The Power of Gold

The History of an Obsession *John Wiley & Sons*

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Little Book of Common Sense Investing "Just as Dante could not have understood or survived the perils of the *Inferno* without Virgil to guide him, investors today need Peter Bernstein to help find their way across dark and shifting ground. No one alive understands Wall Street's intellectual history better, and that makes Bernstein our best and wisest guide to the future. He is the only person who could have written this book; thank goodness he did." —Jason Zweig, Investing Columnist, *Money* magazine "Another must-read from Peter Bernstein! This well-written and thought-provoking book provides valuable insights on how key finance theories have evolved from their ivory tower formulation to profitable application by portfolio managers. This book will certainly be read with keen interest by, and undoubtedly influence, a wide range of participants in international finance." —Dr. Mohamed A. El-Erian, President and CEO of Harvard Management Company, Deputy Treasurer of Harvard University, and member of the faculty of the Harvard Business School "Reading *Capital Ideas Evolving* is an experience not to be missed. Peter Bernstein's knowledge of the principal characters-the giants in the development of investment theory and practice-brings this subject to life." —Linda B. Strumpf, Vice President and Chief Investment Officer, The Ford Foundation "With great clarity, Peter Bernstein introduces us to the insights of investment giants, and explains how they transformed financial theory into portfolio practice. This is not just a tale of money and models; it is a fascinating and contemporary story about people and the power of their ideas." —Elroy Dimson, BGI Professor of Investment Management, London Business School "Capital Ideas Evolving provides us with a unique appreciation for the pervasive impact that the theory of modern finance has had on the development of our capital markets. Peter Bernstein once again has produced a masterpiece that is must reading for practitioners, educators and students of finance." —André F. Perold, Professor of Finance, Harvard Business School

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A Primer on Money, Banking, and Gold (Peter L. Bernstein's Finance Classics) *LibreDigital*

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The Origin and Early History of Insurance

Including the Contract of Bottomry *The Lawbook Exchange, Ltd.*

The Ancient and Medieval Roots of Insurance This richly detailed history examines the: "(i) origin and development of the contract of Bottomry and Respondentia down to the 11th century A.D. (ii) the traces of methods of insurance other than life known to the Ancients (iii) The Question whether life assurance was known and practised by the Romans or their predecessors (iv) The history of the development of mediaeval insurance in the Low Countries from the family group system and of modern insurance therefrom" (1)." Originally submitted as a thesis to the University of London by the late Dr. C.F. Trenerry, whose intention it was to recast it for publication. Edited by Ethel L. Gover and Agnes S. Paul. CONTENTS Introduction and Summary PART I Origin and Development of Contract of Bottomry and Respondentia Down to the 11th Century A.D. CH. I The Origin and Development of the Contract of Bottomry CH. II The Origin of the Contract of Bottomry, Prior to 250 B.C. CH. III The Contract as Known to the Hindus CH. IV The Contract as Known to the Greeks CH. V The Contract as Known to the Romans PART II Traces of Methods of Insurance Other than Life Known to the Ancients CH. VI Marine Insurance (Other than Bottomry) Practised by the Romans CH. VII Contracts of Indemnity Used by the Romans PART III Whether Life Assurance was Known to the Ancients CH. VIII Life Assurance as Known to the Romans CH. IX Probability that the Romans Had Some Means by which Loss Arising through Death Might be Reduced or Nullified CH. X Allusions to Longevity, Mortality, Etc., by Early Writers CH. XI Sufficiency of the Knowledge of Mathematics and of Finance Possessed by the Romans During the Early Empire for the Calculations Required CH. XII Tables of Annuity Values Which Were Sanctioned by the Roman Law for Purposes of the Lex Falcidia CH. XIII Actuarial Knowledge Not Essential for Transaction of Life Assurance Business CH. XIV Manner of Making Contracts of Non-mutual Life Assurance and of Transacting the Legal Part of the Business CH. XV Nature and Essential Parts of a Contract of Life Assurance CH. XVI Societies Among the Greeks and Romans Which Provided Funds at Death or Members for Burial or Other Purposes, With or Without Other Benefits CH. XVII The Roman Civilian (I.E. Non-Military) Societies CH. XVIII The Roman Veterans' Societies CH. XIX The Roman Military Societies CH. XX Non-Mutual Contracts for Payment on Death of a Person or Persons as Known to the Romans CH. XXI Examination of Other Extracts from Roman Law which Deal with Contracts of a Similar Nature PART IV Development of Modern Insurance from the Family Group System as Exemplified in Belgium CH. XXII Derivation of Modern Insurance CH. XXIII Development of Communal Insurance from Family Group System CH. XXIV Non-Mutual Insurance Between 1227 and 1310 CH. XXV Marine Insurance CH. XXVI Life Assurance CH. XXVII Marine and Other Insurance in Other Countries APPENDICES BIBLIOGRAPHY"

Against the Gods (Summary)

The Remarkable Story of Risk

getAbstract Summary: Get the key points from this book in less than 10 minutes. This work is a minor classic of financial literature. Business historian Peter L. Bernstein wrote it during the early 1990s, when faith in the power of quantitative models and financial engineering was at its apex, and he tells a heroic

story. Beginning with Greek mythology, Bernstein shows how cultural ideas about risk and probability evolved through Arab mathematics, the European Enlightenment and Chicago School economics. He writes in a spare, straightforward style, and manages to convey the essentials of financial theory and the essences of great economists without losing the reader in a maze of equations. Of course, the 2008 financial crisis cast probabilistic models and financial engineering as global market villains. In retrospect, that makes Bernstein's evident admiration for those models seem rather touchingly ingenuous. Nonetheless, getAbstract finds that this is still one of the best popular introductions to the development of financial science. Book Publisher: Wiley

Gameboard of the Gods Penguin

Living in exile after failing in his job as an investigator of religious groups and supernatural claims, Justin March, a man from a near-future world decimated by religious extremists, is invited to join an elite branch of the military.

Societies Under Threat

A Pluri-Disciplinary Approach Springer Nature

This book illuminates the importance of threat on the representation of everyday life, from an interdisciplinary perspective. Divided into three parts, the book sets out by addressing the conceptual aspects of threat and by opening views on phenomena and social processes associated with threat. It shows how threat constitutes an analytical category that simultaneously involves social, psychological, religious, historical and political factors, and calls for a sufficiently broad conceptual definition to integrate pluri-disciplinary contributions. The second part focuses on the building of threats, mainly the environmental threats that have reached a tragic dimension today and are a core aspect of world concerns, the contemporary global terrorism, the migrations and the challenges these bring to contemporary societies, as well as the threats associated with the emergence of nationalism and the diverse aspects of excluding the Other. The final part examines the coping strategies, including oblivion, denial and defiance associated with different sources of threats, for instance those arising from epidemic and collective diseases, financial technology, natural disasters and collective traumas.

The Panic of 1907

Lessons Learned from the Market's Perfect Storm John Wiley & Sons

Praise for THE PANIC OF 1907 "Before reading The Panic of 1907, the year 1907 seemed like a long time ago and a different world. The authors, however, bring this story alive in a fast-moving book, and the reader sees how events of that time are very relevant for today's financial world. In spite of all of our advances, including a stronger monetary system and modern tools for managing risk, Bruner and Carr help us understand that we are not immune to a future crisis." —Dwight B. Crane, Baker Foundation Professor, Harvard Business School "Bruner and Carr provide a thorough, masterly, and highly readable account of the 1907 crisis and its management by the great private banker J. P. Morgan. Congress heeded the lessons of 1907, launching the Federal Reserve System in 1913 to prevent banking panics and foster financial stability. We still have financial problems. But because of 1907 and Morgan, a century later we have a respected central bank as well as greater confidence in our money and our banks than our great-grandparents had in theirs."

—Richard Sylla, Henry Kaufman Professor of the History of Financial Institutions and Markets, and Professor of Economics, Stern School of Business, New York University "A fascinating portrayal of the events and personalities of the crisis and panic of 1907. Lessons learned and parallels to the present have great relevance. Crises and panics are as much a part of our future as our past." —John Strangfeld, Vice Chairman, Prudential Financial "Who would have thought that a hundred years after the Panic of 1907 so much remained to be written about it? Bruner and Carr break significant new ground because they are willing to do the heavy lifting of combing through massive archival material to identify and weave together important facts. Their book will be of interest not only to banking theorists and financial historians, but also to business school and economics students, for its rare ability to teach so clearly why and how a panic unfolds." —Charles Calomiris, Henry Kaufman Professor of Financial Institutions, Graduate School of Business, Columbia University

Wedding of the Waters: The Erie Canal and the Making of a Great Nation *W. W. Norton & Company*

"One corner of the great American panorama enlarged to highlight starry-eyed visionaries, political machinations, indefatigable ingenuity, and cockeyed optimism." —Kirkus Reviews The building of the Erie Canal, like the construction of the Brooklyn Bridge and the Panama Canal, is one of the greatest and most riveting stories of American ingenuity. Best-selling author Peter Bernstein presents the story of the canal's construction against the larger tableau of America in the first quarter-century of the 1800s. Examining the social, political, and economic ramifications of this mammoth project, Bernstein demonstrates how the canal's creation helped prevent the dismemberment of the American empire and knit the sinews of the American industrial revolution. Featuring a rich cast of characters, including not only political visionaries like Washington, Jefferson, van Buren, and the architect's most powerful champion, Governor DeWitt Clinton, but also a huge platoon of Irish diggers as well as the canal's first travelers, *Wedding of the Waters* reveals that the twenty-first-century themes of urbanization, economic growth, and globalization can all be traced to the first great macroengineering venture of American history.

Not in God's Name

Confronting Religious Violence *Schocken*

In this groundbreaking work of biblical analysis and interpretation, one of the most admired religious leaders of our time shows that religiously inspired violence has as its source misreadings of the texts of the Hebrew Bible, the New Testament, and the Koran. When religion becomes a zero-sum conceit--i.e., my religion is the only "right" path to God, therefore your religion is by definition "wrong"--Violence between peoples of different beliefs is the only natural outcome, argues Rabbi Sacks. But by looking anew at seminal biblical texts in the Book of Genesis--in which we find the foundational stories of all three Abrahamic faiths--Rabbi Sacks offers an entirely different understanding of God's multiple relationships: with Jacob, patriarch of Judaism; with Ishmael, patriarch of Islam; and with Esau, whose blessing is understood to confirm God's relationship with monotheists from other faiths and overarching relationship with all of humanity. By analyzing the texts that recount how Abraham's immediate descendants resolved their various sibling rivalries, Rabbi Sacks teaches us a powerful lesson in the existence of multiple pathways to God. "We are not all the same," he declares. "There is no one faith that encompasses the plenary truth of human

wisdom ... The belief that one faith--ours--holds the key to salvation deserves to be challenged, not just because it has led to so much persecution and bloodshed in the name of God, but because it attempts to confine God to one religion, one way, one image of mankind. God cannot be so confined and remain the God of transcendence, the God-without-an-image who systematically defies our attempts to capture Him in categories of human understanding ... Making space for that which is other than myself is not a doctrine of religious relativism. It is, rather, the humility that says there are things I will not, cannot, understand and that I must leave to God." Rabbi Sacks's bold statement of our need to look with new eyes at specific scriptural passages from within each of the Abrahamic monotheisms--passages that, when interpreted literally, can lead to hatred, violence, and war--is an eloquent, clarion call for people of goodwill from all faiths to join together to end the misunderstandings that threaten to destroy us all.

'Photos of the Gods'

The Printed Image and Political Struggle in India *Reaktion Books*

Chris Pinney demonstrates how printed images were pivotal to India's struggle for national and religious independence. He also provides a history of printing in India.

Underwriters of the United States

How Insurance Shaped the American Founding *UNC Press Books*

Unassuming but formidable, American maritime insurers used their position at the pinnacle of global trade to shape the new nation. The international information they gathered and the capital they generated enabled them to play central roles in state building and economic development. During the Revolution, they helped the U.S. negotiate foreign loans, sell state debts, and establish a single national bank. Afterward, they increased their influence by lending money to the federal government and to its citizens. Even as federal and state governments began to encroach on their domain, maritime insurers adapted, preserving their autonomy and authority through extensive involvement in the formation of commercial law. Leveraging their claims to unmatched expertise, they operated free from government interference while simultaneously embedding themselves into the nation's institutional fabric. By the early nineteenth century, insurers were no longer just risk assessors. They were nation builders and market makers. Deeply and imaginatively researched, *Underwriters of the United States* uses marine insurers to reveal a startlingly original story of risk, money, and power in the founding era.

God Against the Gods

The History of the War Between Monotheism and Polytheism *Penguin*

"Lively... points out that the conflict between the worship of many gods and the worship of one true god never disappeared." —Publishers Weekly "Jonathan Kirsch has written another blockbuster about the Bible and its world." —David Noel Freedman, Editor-in-Chief of the Anchor Bible Project "Kirsch tackles the central issue bedeviling the world today - religious intolerance... A timely book, well-written and researched." —Leonard Shlain, author of *The Alphabet and the Goddess and Sex, Time and Power* "An intriguing read." —The Jerusalem Report "A timely tale about the importance of religious tolerance

in today's world." —San Francisco Chronicle "Kirsch is a fine storyteller with a flair for rendering ancient tales relevant and appealing." —The Washington Post

Devil Take the Hindmost

A History of Financial Speculation

American Gods *Harper Collins*

Shadow is a man with a past. But now he wants nothing more than to live a quiet life with his wife and stay out of trouble. Until he learns that she's been killed in a terrible accident. Flying home for the funeral, as a violent storm rocks the plane, a strange man in the seat next to him introduces himself. The man calls himself Mr. Wednesday, and he knows more about Shadow than is possible. He warns Shadow that a far bigger storm is coming. And from that moment on, nothing will ever be the same...

Vitamin C

The Real Story : the Remarkable and Controversial Healing Factor *Basic Health Publications, Inc.* Health.

On Classical Economics *Yale University Press*

A reexamination of classical economic theory and methods, by a senior economist of international stature Thomas Sowell's many writings on the history of economic thought have appeared in a number of scholarly journals and books, and these writings have been praised, reprinted, and translated in various countries around the world. The classical era in the history of economics is an important part of the history of ideas in general, and its implications reach beyond the bounds of the economics profession. On Classical Economics is a book from which students can learn both history and economics. It is not simply a Cook's tour of colorful personalities of the past but a study of how certain economic concepts and tools of analysis arose, and how their implications were revealed during the controversies that followed. In addition to a general understanding of classical macroeconomics and microeconomics, this book offers special insight into the neglected pioneering work of Sismondi--and why it was neglected--and a detailed look at John Stuart Mill's enigmatic role in the development of economics and the mysteries of Marxian economics. Clear, engaging, and very readable, without being either cute or condescending, On Classical Economics can enable a course on the history of economic thought to make a contribution to students' understanding of economics in general--whether in price theory, monetary theory, or international trade. In short, it is a book about analysis as well as history.

The Better Angels of Our Nature

Why Violence Has Declined *Penguin Group USA*

Presents a controversial history of violence which argues that today's world is the most peaceful time in human existence, drawing on psychological insights into intrinsic values that are causing people to condemn violence as an acceptable measure.

Identifying and Managing Project Risk

Essential Tools for Failure-Proofing Your Project *AMACOM*

Winner of the Project Management Institute's David I. Cleland Project Management Literature Award 2010 It's no wonder that project managers spend so much time focusing their attention on

risk identification. Important projects tend to be time constrained, pose huge technical challenges, and suffer from a lack of adequate resources. Identifying and Managing Project Risk, now updated and consistent with the very latest Project Management Body of Knowledge (PMBOK)® Guide, takes readers through every phase of a project, showing them how to consider the possible risks involved at every point in the process. Drawing on real-world situations and hundreds of examples, the book outlines proven methods, demonstrating key ideas for project risk planning and showing how to use high-level risk assessment tools. Analyzing aspects such as available resources, project scope, and scheduling, this new edition also explores the growing area of Enterprise Risk Management. Comprehensive and completely up-to-date, this book helps readers determine risk factors thoroughly and decisively...before a project gets derailed.

The Long War Against God *New Leaf Publishing Group*

Darwin Challenged God's Word With Evolution...But Was He The Only One? Discover the old, ongoing war against biblical truth Dissect the origins of and arguments for atheistic thought Determine what you can do to defend your faith The denial of God is the root of every human problem, taking many forms over time — one of which is evolution. And this concept goes much farther back in time than we think. In The Long War Against God, the late Dr. Henry Morris, a renowned creationist, delves into the history of modern atheistic worldviews. Drawing from the writings of the Greeks, Babylonians, and other ancient philosophers, Morris demonstrates the long history and age of the plan to undermine God's Word. Whether it's evolutionism, humanism, pantheism, or atheism, Morris illuminates the past and present of these belief systems that seek to eliminate God. The Long War Against God will give you the tools you need to strengthen your own — and others' — faith in the battle for God's truth.

God's Demon *Macmillan*

The powerful Lord Sargatanas, Brigadier-general in Beelzebub's host, is restless. For millennia Sargatanas has ruled dutifully over an Infernal metropolis, but he has never forgotten what he lost in the Fall. He is sickened by what he has done and what he has become. Now, with a small event—a confrontation with a damned soul—he makes a decision that will reverberate through every being in Hell. Sargatanas decides to attempt the impossible, to rebel, to win his way Home and bring with him anyone who chooses to follow...be they demon or soul. He will stake everything on fighting all the abominable forces of Hell arrayed against him, when the prize is nothing less than redemption. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

Faith Like Potatoes

The Story of a Farmer who Risked Everything for God *Monarch Books*

Angus Buchan is a straight-talking South African farmer of Scottish extraction. His abrupt conversion startled friends of the explosive hard-drinking man. Angus's bold faith has carried him through droughts, family tragedies and financial crisis. He has seen wonderful miracles of provision and healing. In obedience to God's call he started preaching, which led into a healing ministry. He has also set up an AIDS orphanage and a 500-seat auditorium on his land. Still a farmer, he is now an international evangelist, travelling through Africa in a refitted yellow fire engine, and filling the largest venues in South Africa. He has visited Scotland several times in recent years on speaking tours. In July 2006 he undertakes a UK-wide tour.

Battling the Gods

Atheism in the Ancient World *Vintage*

"How new is atheism? Although adherents and opponents alike today present it as an invention of the European Enlightenment, when the forces of science and secularism broadly challenged those of faith, disbelief in the gods, in fact, originated in a far more remote past. In *Battling the Gods*, Tim Whitmarsh journeys into the ancient Mediterranean, a world almost unimaginably different from our own, to recover the stories and voices of those who first refused the divinities. Homer's epic poems of human striving, journeying, and passion were ancient Greece's only "sacred texts," but no ancient Greek thought twice about questioning or mocking his stories of the gods. Priests were functionaries rather than sources of moral or cosmological wisdom. The absence of centralized religious authority made for an extraordinary variety of perspectives on sacred matters, from the devotional to the atheos, or "godless." Whitmarsh explores this kaleidoscopic range of ideas about the gods, focusing on the colorful individuals who challenged their existence. Among these were some of the greatest ancient poets and philosophers and writers, as well as the less well known: Diagoras of Melos, perhaps the first self-professed atheist; Democritus, the first materialist; Socrates, executed for rejecting the gods of the Athenian state; Epicurus and his followers, who thought gods could not intervene in human affairs; the brilliantly mischievous satirist Lucian of Samosata. Before the revolutions of late antiquity, which saw the scriptural religions of Christianity and Islam enforced by imperial might, there were few constraints on belief. Everything changed, however, in the millennium between the appearance of the Homeric poems and Christianity's establishment as Rome's state religion in the fourth century AD. As successive Greco-Roman empires grew in size and complexity, and power was increasingly concentrated in central capitals, states sought to impose collective religious adherence, first to cults devoted to individual rulers, and ultimately to monotheism. In this new world, there was no room for outright disbelief: the label "atheist" was used now to demonize anyone who merely disagreed with the orthodoxy--and so it would remain for centuries."--Jacket.

Revelations

Visions, Prophecy, and Politics in the Book of Revelation *Penguin*

A profound exploration of the Bible's most controversial book—from the author of *Beyond Belief* and *The Gnostic Gospels* The strangest book of the New Testament, filled with visions of the Rapture, the whore of Babylon, and apocalyptic writing of the end of times, the Book of Revelation has fascinated readers for more than two thousand years, but where did it come from? And what are the meanings of its surreal images of dragons, monsters, angels, and cosmic war? Elaine Pagels, New York Times bestselling author and "the preeminent voice of biblical scholarship to the American public" (*The Philadelphia Inquirer*), elucidates the true history of this controversial book, uncovering its origins and the roots of dissent, violence, and division in the world's religions. Brilliantly weaving scholarship with a deep understanding of the human needs to which religion speaks, Pagels has written what may be the masterwork of her unique career.

Against Verres *Good Press*

"Against Verres" by Marcus Tullius Cicero (translated by C. D. Yonge). Published by Good Press. Good Press publishes a wide

range of titles that encompasses every genre. From well-known classics & literary fiction and non-fiction to forgotten—or yet undiscovered gems—of world literature, we issue the books that need to be read. Each Good Press edition has been meticulously edited and formatted to boost readability for all e-readers and devices. Our goal is to produce eBooks that are user-friendly and accessible to everyone in a high-quality digital format.

The Allure of Battle

A History of How Wars Have Been Won and Lost *Oxford University Press*

History has tended to measure war's winners and losers in terms of its major engagements, battles in which the result was so clear-cut that they could be considered "decisive." Cannae, Konigsberg, Austerlitz, Midway, Agincourt—all resonate in the literature of war and in our imaginations as tide-turning. But these legendary battles may or may not have determined the final outcome of the wars in which they were fought. Nor has the "genius" of the so-called Great Captains - from Alexander the Great to Frederick the Great and Napoleon - play a major role. Wars are decided in other ways. Cathal J. Nolan's *The Allure of Battle* systematically and engrossingly examines the great battles, tracing what he calls "short-war thinking," the hope that victory might be swift and wars brief. As he proves persuasively, however, such has almost never been the case. Even the major engagements have mainly contributed to victory or defeat by accelerating the erosion of the other side's defences. Massive conflicts, the so-called "people's wars," beginning with Napoleon and continuing until 1945, have consisted of and been determined by prolonged stalemate and attrition, industrial wars in which the determining factor has been not military but matériel. Nolan's masterful book places battles squarely and mercilessly within the context of the wider conflict in which they took place. In the process it help corrects a distorted view of battle's role in war, replacing popular images of the "battles of annihilation" with somber appreciation of the commitments and human sacrifices made throughout centuries of war particularly among the Great Powers. Accessible, provocative, exhaustive, and illuminating, *The Allure of Battle* will spark fresh debate about the history and conduct of warfare.

Behavioral Economics and Public Health *Oxford University Press, USA*

Behavioral economics has potential to offer novel solutions to some of today's most pressing public health problems: How do we persuade people to eat healthy and lose weight? How can health professionals communicate health risks in a way that is heeded? How can food labeling be modified to inform healthy food choices? *Behavioral Economics and Public Health* is the first book to apply the groundbreaking insights of behavioral economics to the persisting problems of health behaviors and behavior change. In addition to providing a primer on the behavioral economics principles that are most relevant to public health, this book offers details on how these principles can be employed to mitigating the world's greatest health threats, including obesity, smoking, risky sexual behavior, and excessive drinking. With contributions from an international team of scholars from psychology, economics, marketing, public health, and medicine, this book is a trailblazing new approach to the most difficult and important problems of our time.

Living with the Gods

On Beliefs and Peoples *Penguin UK*

A panoramic exploration of peoples, objects and beliefs over 40,000 years from the celebrated author of *A History of the World in 100 Objects* and Germany, following the new BBC Radio 4 documentary and British Museum exhibition. Available for pre-order now. One of the central facts of human existence is that every society shares a set of beliefs and assumptions - a faith, an ideology, a religion - that goes far beyond the life of the individual. These beliefs are an essential part of a shared identity. They have a unique power to define - and to divide - us, and are a driving force in the politics of much of the world today. Throughout history they have most often been, in the widest sense, religious. Yet this book is not a history of religion, nor an argument in favour of faith. It is about the stories which give shape to our lives, and the different ways in which societies imagine their place in the world. Looking across history and around the globe, it interrogates objects, places and human activities to try to understand what shared beliefs can mean in the public life of a community or a nation, how they shape the relationship between the individual and the state, and how they help give us our sense of who we are. For in deciding how we live with our gods, we also decide how to live with each other. 'The new blockbuster by the museums maestro Neil MacGregor ... The man who chronicles world history through objects is back ... examining a new set of objects to explore the theme of faith in society' *Sunday Times*

Accidental Gods

On Men Unwittingly Turned Divine *Metropolitan Books*

A provocative history of men who were worshipped as gods that illuminates the connection between power and religion and the role of divinity in a secular age Ever since 1492, when Christopher Columbus made landfall in the New World and was hailed as a heavenly being, the accidental god has haunted the modern age. From Haile Selassie, acclaimed as the Living God in Jamaica, to Britain's Prince Philip, who became the unlikely center of a new religion on a South Pacific island, men made divine—always men—have appeared on every continent. And because these deifications always emerge at moments of turbulence—civil wars, imperial conquest, revolutions—they have much to teach us. In a revelatory history spanning five centuries, a cast of surprising deities helps to shed light on the thorny questions of how our modern concept of "religion" was invented; why religion and politics are perpetually entangled in our supposedly secular age; and how the power to call someone divine has been used and abused by both oppressors and the oppressed. From nationalist uprisings in India to Nigerian spirit possession cults, Anna Della Subin explores how deification has been a means of defiance for colonized peoples. Conversely, we see how Columbus, Cortés, and other white explorers amplified stories of their godhood to justify their dominion over native peoples, setting into motion the currents of racism and exclusion that have plagued the New World ever since they touched its shores. At once deeply learned and delightfully antic, *Accidental Gods* offers an unusual keyhole through which to observe the creation of our modern world. It is that rare thing: a lyrical, entertaining work of ideas, one that marks the debut of a remarkable literary career.

Value Investing

Tools and Techniques for Intelligent Investment *John Wiley & Sons*

"As with his weekly column, James Montier's *Value Investing* is a must read for all students of the financial markets. In short order,

Montier shreds the 'efficient market hypothesis', elucidates the pertinence of behavioral finance, and explains the crucial difference between investment process and investment outcomes. Montier makes his arguments with clear insight and spirited good humor, and then backs them up with cold hard facts. Buy this book for yourself, and for anyone you know who cares about their capital!" —Seth Klarman, President, The Baupost Group LLC The seductive elegance of classical finance theory is powerful, yet value investing requires that we reject both the precepts of modern portfolio theory (MPT) and pretty much all of its tools and techniques. In this important new book, the highly respected and controversial value investor and behavioural analyst, James Montier explains how value investing is the only tried and tested method of delivering sustainable long-term returns. James shows you why everything you learnt at business school is wrong; how to think properly about valuation and risk; how to avoid the dangers of growth investing; how to be a contrarian; how to short stocks; how to avoid value traps; how to hedge ignorance using cheap insurance. Crucially he also gives real time examples of the principles outlined in the context of the 2008/09 financial crisis. In this book James shares his tried and tested techniques and provides the latest and most cutting edge tools you will need to deploy the value approach successfully. It provides you with the tools to start thinking in a different fashion about the way in which you invest, introducing the ways of overriding the emotional distractions that will bedevil the pursuit of a value approach and ultimately think and act differently from the herd.

The Witch's Heart *Penguin*

Angrboda's story begins where most witch's tales end: with a burning. A punishment from Odin for refusing to give him knowledge of the future, the fire leaves Angrboda injured and powerless, and she flees into a remote forest. There she is found by a man Loki, and her initial distrust grows into a deep and abiding love. Their union produces three unusual children, each with a secret destiny, who she is keen to raise at the hidden from Odin's all-seeing eye. But as Angrboda slowly recovers her prophetic powers, she learns that her blissful life - and possibly all of existence - is in danger.

Zohar, the Book of Enlightenment *Paulist Press*

This is the first translation with commentary of selections from *The Zohar*, the major text of the Kabbalah, the Jewish mystical tradition. This work was written in 13th-century Spain by Moses de Leon, a Spanish scholar.

The Encyclopaedia Britannica

A Dictionary of Arts, Sciences, Literature and General Information

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.

God's Shadow

The Ottoman Sultan Who Shaped the Modern World

In the Shadow of the Gods

The Emperor in World History *Penguin UK*

From the acclaimed Wolfson Prize-winning author, a dazzling history of the world's emperors For millennia much of the world was ruled by emperors: a handful of individuals claimed no limit to the lands they could rule over and no limit to their authority. They operated beyond normal human constraint and indeed often claimed a superhuman or divine authority. In practice they ran the gamut from being some of the most remarkable men who ever lived, to being some of the worst and least remarkable. Dominic Lieven's marvellous new book, *In the Shadow of the Gods*, is the first to grapple seriously with this extraordinary phenomenon. Across the world peoples, willingly or unwillingly, fell into orbit around figures who reshaped or destroyed entire societies, imposed religions and invaded rivals. Lieven describes the anatomy of imperial monarchy and the principles by which it functioned. He compares the great emperors of antiquity, the caliphs and the warrior-emperors of the steppe before he turns to the Habsburg, Russian, Ottoman, Mughal and Chinese emperors, packing the book with extraordinary stories, astute observations and a sense of both delight and horror at these individuals' antics. The entire breadth of extreme human behaviour is here - from warlords to patrons of the arts, from political genius to feeble incapacity and pathological violence. As one of the great experts both on empires and on Russian history, Lieven is brilliantly qualified to write a book that brings to life a system of rule that dominated most of human history, as well as some of history's grandest and most dismaying figures.