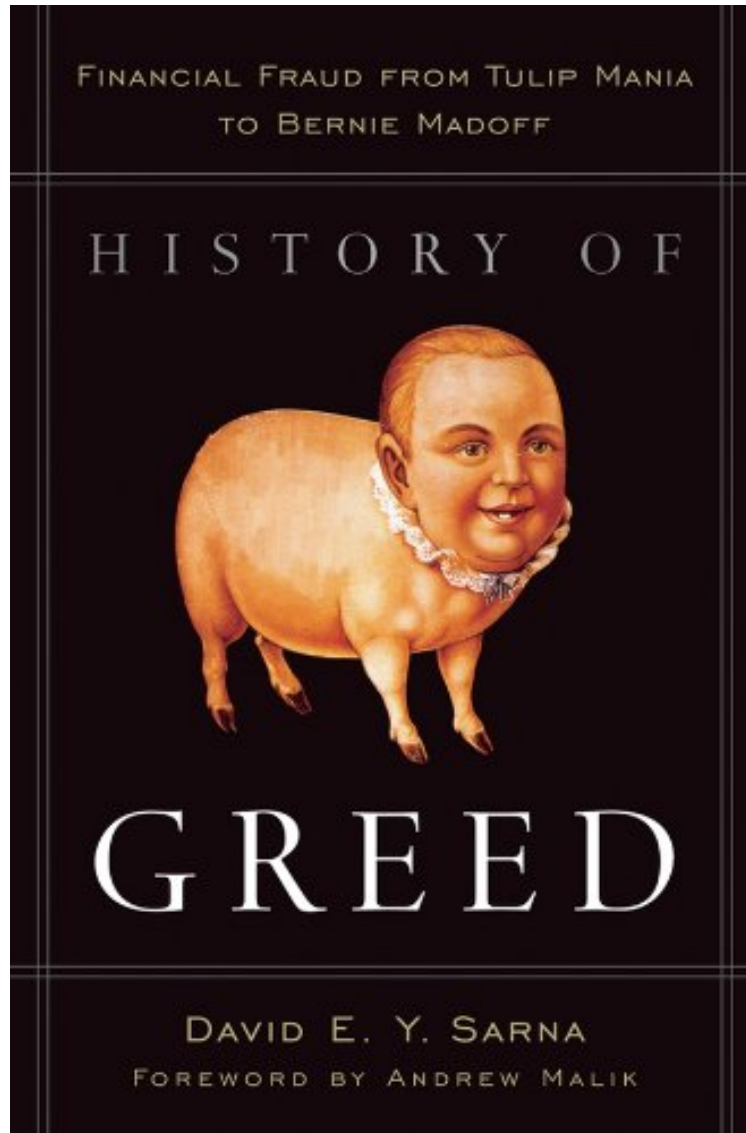


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# History of Greed: Financial Fraud from Tulip Mania to Bernie Madoff

David E. Y. Sarna

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**David E. Y. Sarna : History of Greed: Financial Fraud from Tulip Mania to Bernie Madoff** before purchasing it in order to gage whether or not it would be worth my time, and all praised History of Greed: Financial Fraud from Tulip Mania to Bernie Madoff:

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following review helpful. an important investment lesson brought to the everyday investor - scams have been around for centuries. History of Greed: Financial Fraud from Tulip Mania to Bernie Madoff by David Sarna is a comprehensive history of financial fraud through the centuries and the author aims at teaching the readers lessons on how to spot attempted financial fraud and how to wisely invest, avoiding such fraud. Madoff, as becomes clear in this book, was not the first financial adviser that used the naivete of investors to defraud them and put more money than most of us can comprehend into his pockets and Madoff will likely not be the last. This book is a series of more than thirty chapters that guide the reader through the history of financial fraud. In between the history lessons, the author includes additional lessons dealing with principles of finance such as insider trading. The reader gets a chance to analyze the various situations and decide how they would act and what is considered legal and when the line is crossed and financial fraud starts. And while this book is a history of financial fraud, it is firstly intended to be a means to teach the reader the lesson on how to spot financial fraud and to apply the law of investing to situations he may encounter when talking with advisers about investing. This is an excellent book, both as a history of financial fraud and as a how-to book on aiding the reader in spotting financial fraud.

Praise for HISTORY OF GREED "David Sarna is a visionary technologist. He is also a sophisticated investor and financier. He has written a readable, comprehensive, fascinating, and well-researched book that explores troublesome aspects of the financial system in a way only an experienced insider could." —Jay N. Goldberg, Senior Managing Director, Hudson Ventures "A comprehensive review of what has happened to us in our financial markets over and over and over and over again. It's an important history, written with wit and delivered with wisdom. Undoubtedly, History of Greed will become required reading for anyone serious about understanding the capital markets." —Frederick L. Gorsetman, Founder and Managing Member, Oxbridge Financial Group, LLC 400 years of financial fraud in the making From the earliest financial scams of the seventeenth century, through the headline-grabbing Wall Street scandals of our times, History of Greed provides a comprehensive history of financial fraud. In it, David E. Y. Sarna exposes the true and often riveting stories of how both naive and sophisticated investors alike were fooled by unscrupulous entrepreneurs, lawyers, hedge fund managers, CPAs, Texas billionaires, political fundraisers, music managers, financial advisers, and even former Mossad agents. From the people behind the financial fraud and how they did it to why people continually fall prey to scam artists, Sarna outlines what actions you can take today to protect yourself from becoming the victim of tomorrow's "too good to be true" investment opportunity. History of Greed details how markets are manipulated, books are cooked, Ponzi schemes are hatched, and how the government only closes the barn door once the cows have all escaped.