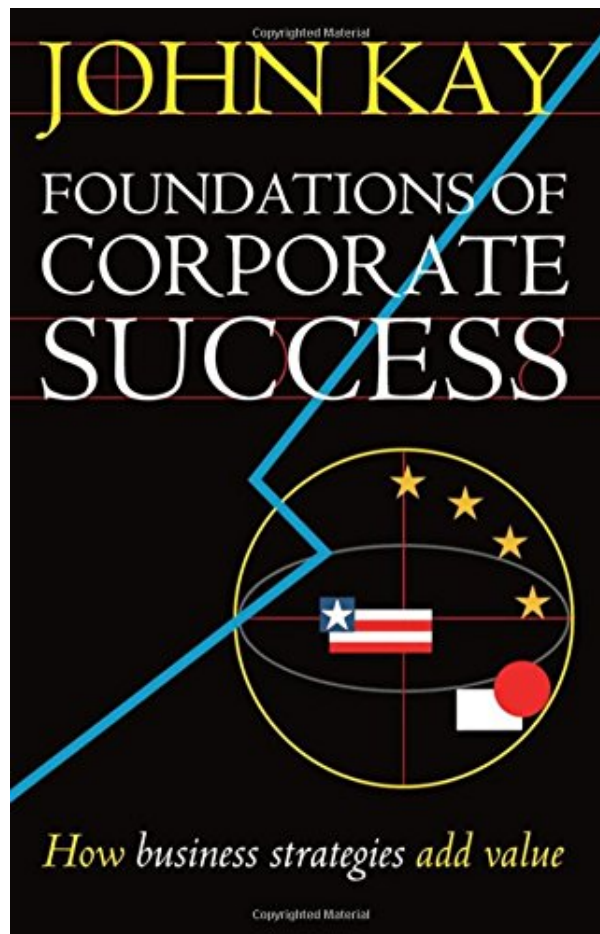
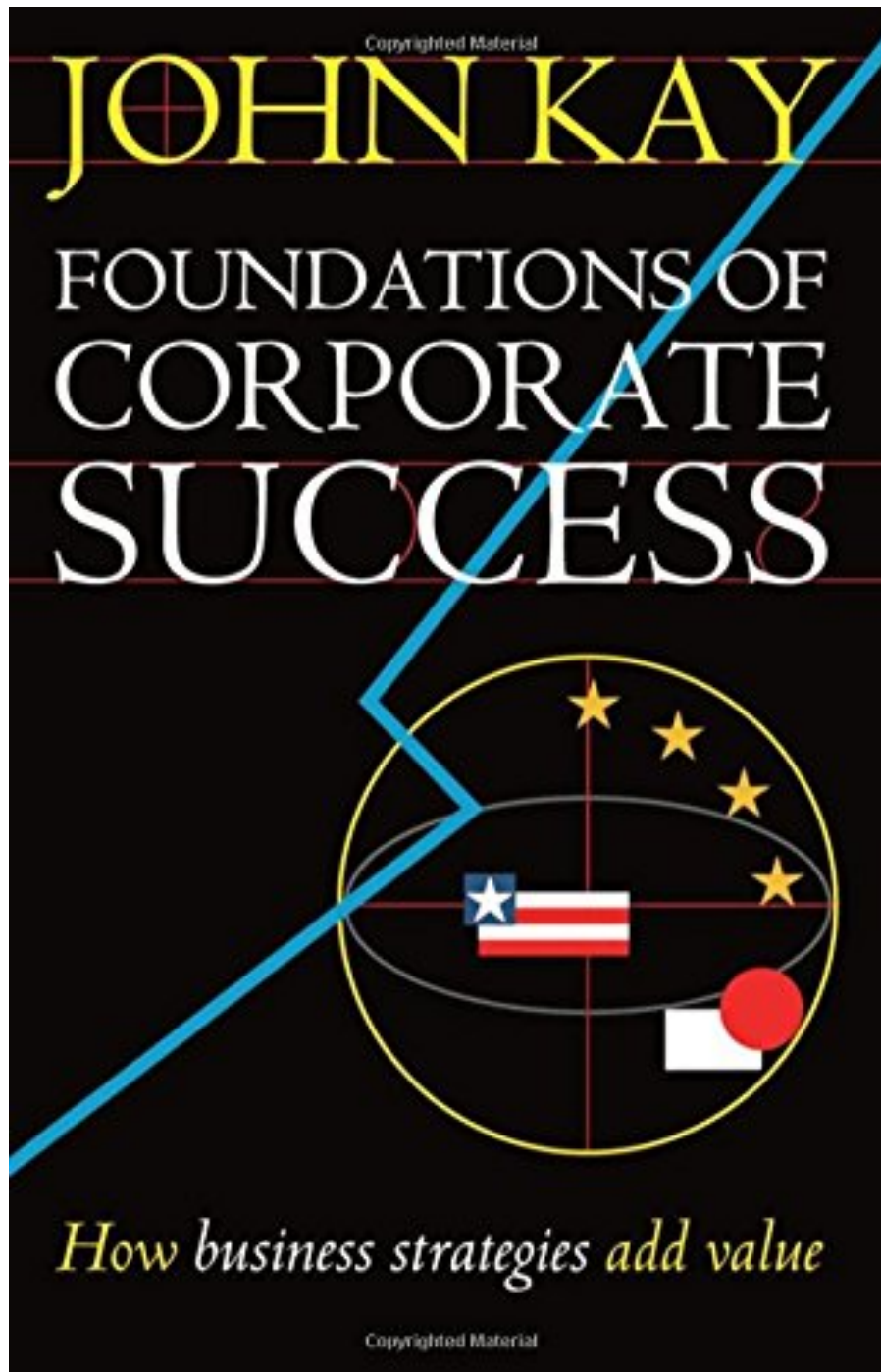


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About the Author

John Kay is a visiting Professor of Economics at the London School of Economics, a Fellow of St John's College, Oxford. He is a Fellow of the British Academy, a Fellow of the Royal Society of Edinburgh, and a member of the Scottish Government's Council of Economic Advisers. He is a director of several public companies and contributes a weekly column to the Financial Times. He is the author of many books, including *The Truth about Markets* (2003) and *The Long and the Short of It: finance and investment for normally intelligent people who are not in the industry* (2009) and his latest book, *Obliquity* was published by Profile Books in March 2010.

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