



When Markets Collide: Investment Strategies for the Age of Global Economic Change (General Finance & Investing)

By Mohamed El-Erian

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When Markets Collide is a timely alert to the fundamental changes taking place in today's global economic and financial systems--and a call to action for investors who may fall victim to misinterpreting important signals. While some have tended to view asset class mispricings as mere "noise," this compelling book shows why they are important signals of opportunities and risks that will shape the market for years to come. One of today's most respected names in finance, Mohamed El-Erian puts recent events in their proper context, giving you the tools that can help you interpret the markets, benefit from global economic change, and navigate the risks.

The world economy is in the midst of a series of hand-offs. Global growth is now being heavily influenced by nations that previously had little or no systemic influence. Former debtor nations are building unforeseen wealth and, thus, enjoying unprecedented influence and facing unusual challenges. And new derivative products have changed the behavior of many market segments and players. Yet, despite all these changes, the system's infrastructure is yet to be upgraded to reflect the realities of today's and tomorrow's world. El-Erian investigates the underlying drivers of global change to shed light on how you should:

- Think about the new opportunities and risks
- Construct an appropriately diversified and internationalized portfolio
- Protect your portfolio against new sources of systemic risk
- Best think about the impact of central banks and financial policies around the world

Offering up predictions of future developments, El-Erian directs his focus to help you capitalize on the new financial landscape, while limiting exposure to new risk configurations.

When Markets Collide is a unique collection of books for investors and policy makers around the world. In addition to providing a thorough analysis and clear perspective of recent events, it lays down a detailed map for navigating your way through an otherwise perplexing new economic landscape.

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Editorial Review

From the Back Cover

The #1 *New York Times* and #1 *Wall Street Journal* Bestseller

"Mohamed A. El-Erian is one of the most gifted and successful risk management practitioners in the world. In this book he combines an academic's insight into advanced risk analysis with a portfolio manager's grasp of real world economics. This book is an essential read for those who wish to understand the modern world of investing."

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"Few people are as well positioned to understand markets as Mohamed El-Erian. He is almost unique in being able to attack the credit crisis from the perspectives of academic economist, policy official, investment banker and fund manager...Mr. El-Erian's insights are as valuable as ever."

--*Financial Times*

"El-Erian is a doer and a thinker and someone who understands the risks of rare events. [Never before, have] I seen such a combination. Read this book."

?Nassim Nicholas Taleb, author *The Black Swan*

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?Bill Gross, Managing Director, Founder and CIO, PIMCO

"Mohamed El-Erian, with his deep grounding in economics and his profound knowledge of financial markets, has written a book that no one else could write."

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?Michael Spence, recipient of the Noble Prize in Economics (2001)

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?Niall Ferguson, William Ziegler Professor at Harvard Business School

"Mohamed El-Erian is a deep thinker of the global financial and economic scene."

?Arminio Fraga, Founding Partner, Gavea Investimentos and Former President, Central Bank of Brazil

"Mohamed El-Erian is that rare creature: a skillful participant in financial markets who is also a brilliant analyst of them. He has written a book that is important and urgent."

?Fareed Zakaria, editor, *Newsweek International*

"Mr. El-Erian . . . offers extremely detailed advice."

--Paul B. Brown, *The New York Times*

“El-Erian...specializes in spotting trends amid the blur and clanging noise of markets in motion. He steps back to consider the big picture and offer tips on how to allocate your assets in his new book, *When Markets Collide: Investment Strategies for the Age of Global Economic Change*. El-Erian does offer something valuable for investors seeking to benefit from the global economic realignment: a road map. In a chapter on asset allocation, he provides an illustrative mix for a long-term U.S.-based investor.”

--**Bloomberg News**

“The recent turmoil in financial markets is a symptom of realigning economic power around the world, promising investors more rough times ahead, prominent fund manager Mohamed El-Erian writes in a new book.”

--**Reuters**

About the Author

Mohamed A. El-Erian is co-CEO and co-CIO of PIMCO, one of the largest investment management companies in the world. He formerly served as president and CEO of Harvard Management Company, the firm that manages the university's \$35 billion endowment. He spent 15 years at the International Money Fund, working on policy, capital market, and multilateral economics issues. El-Erian has been featured by *Bloomberg*, *Forbes*, *Financial Times*, *Latin Finance*, *CNBC*, *The New York Times*, and *The Wall Street Journal*. In 2004, *Fortune* named him a member of its eight-person “Mutual Fund Dream Team.”

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