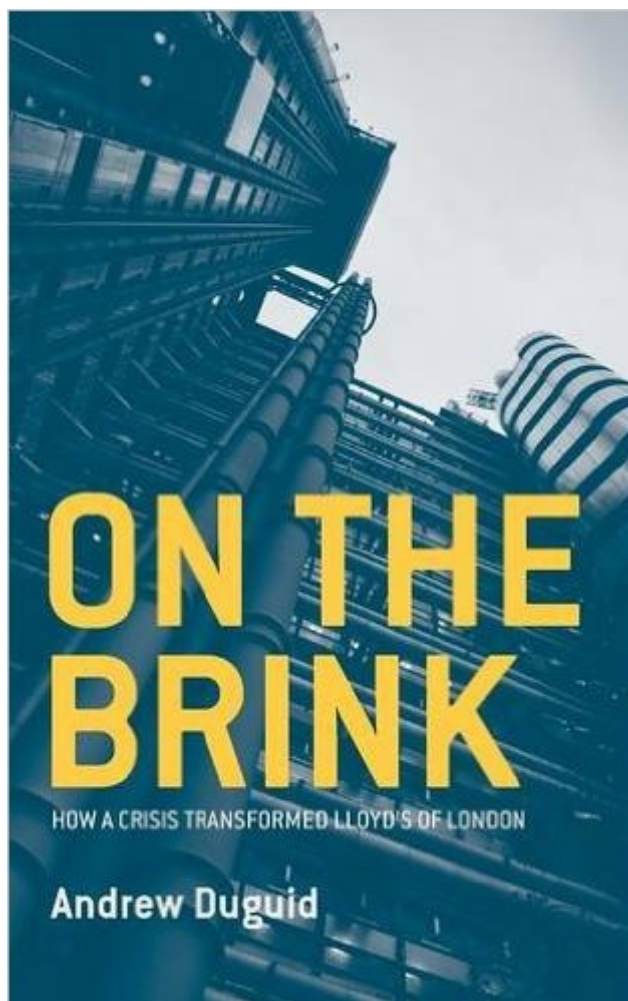


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On The Brink: How A Crisis Transformed Lloyd's Of London



Synopsis

Huge losses very nearly destroyed Lloyd's, a revered British institution, the world's largest insurance market. Ten thousand people faced big personal bills they thought profoundly unfair. They challenged a complacent institution, forcing it to confront its biggest ever crisis. This book tells what really happened, from the inside.

Book Information

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Andrew Duguid has written the definitive account of what was probably the most critical period of Lloyd's 300 year history. As well as being objective, detailed and balanced, it is also highly readable. There was no need to write in the style of a thriller: the facts and events speak for themselves. The book goes beyond being a chronicle by looking at lessons in the form of the limits to the effectiveness of enlightened self-interest and the power that can be generated when people, albeit that (or perhaps because) they are independently-minded and possess large egos, can be inspired to work for the common good.

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